

Progressions Inc.

Sales Training & Consulting



Effective Sales Leaders

Effective sales leaders vary greatly in style from autocratic to democratic. Effective sales leaders have five common traits.

- They realize their job is getting work done through others; their success depends on the success of people who work for them.
- Their styles, techniques and policies are consistent. They don't switch between autocratic and democratic or persuasive and consultative.
- They believe in what they do, which creates strong, contagious personal motivation and they communicate this personal motivation to their sales force who in turn display it to customers.
- They realize they are agents of change and manage change, take advantage of change, and modify people's behavior.

*Field Management,
Magraw-Hill Executive
MBA Series,
Robert J. Calvin*

Self review and reflection is an important part of leadership. Here are nine questions to ask yourself as a sales manager and check in on your effectiveness and abilities.

- How motivated do I appear to the sales team? Do I believe in what I'm doing?
- Am I consistent in my style of management and my techniques and policies?
- Do I attempt to get work done through other people or do I do it myself?
- How much time do I spend training other sales people?
- Do sales people have difficulty in understanding what I want from them?
- How often do sales people turn over in my division?
- Is each sales person showing net revenue increases?
- Are the sales people self-motivated or must I always prod them?
- What percentage of my time do I spend each month on administrative duties? Personal selling? Time with sales people? Other responsibilities? Or the big one, developing my people?



Also, a great way to evaluate your effectiveness as a sales leader is to ask your sales team how they view you. For more information, call Lynn Giuliani at (360) 733-6557 or visit www.progressionsinc.net.

*Lynn Giuliani · Progressions, Inc.
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