



SALES MANAGERS TIPS AND STRATEGIES #1

TIPS FOR BUILDING A
COMPANY CULTURE THAT
ATTRACTS GREAT TALENT

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Sales Manager Tips and Strategies: # 1

If you are an experienced Sales Manager this may just may be a good refresher. If you are just starting out as a Sales Manager hopefully you find this beneficial. If you get one or two tips out of this list it has been worth your while to read.

I have always believed in the old saying “You are never too old to learn”.

Athletes train daily to become the best, no matter the profession you also need to train daily!

- Establishing a culture that embraces accountability in each employee
- The first thing to do before you can add skills to your sales arsenal is to remove your bad habits. Just by doing this you will increase sales.
- Lead by example
- Use “WE” not “I”
- The Sales Team will always be a reflection of its manager
- Recruiting and hiring employees that share your vision
- Develop your team by training, implementing ideas to keep them performing while implementing processes that drives sales, profitability, growth and a strong team culture
- You must display strong leadership and sound performance management.
- Focus on employee satisfaction and retention
- Constantly improve and maintain a strong CSI which will bring customer loyalty
- Define and manage your expectations
- Have a mission, share it with your team
- Managers must reinforce all training including but not limited to,
Developing Phone skills
Sales training
Developing confidence, control and competence in your team
- Training lasts 72 hours unless you are continually maintaining it
- Have your Sales Team not just make an appointment for the client to come into the Dealership! Have them tell the client they qualify for a “VIP Appointment”!! You can tailor a “VIP Appointment” any way you like (remember the more fuss the better)
- Offer your Employees a career not a job!
- Retain, engage and empower your employees
- Keep an eye on your website, make sure it is easy to navigate.
- Have someone outside the industry look at your website and tell you if it’s easy to navigate
- Keep training relevant, interesting and interactive
- Teach in bite size pieces and keep training simple
- Make training measurable
- To be great at your job you have to Practice, Practice, Practice
- Dress as successful people do
- Become unstoppable in your pursue to achieve your dreams and your goals
- Be fully committed to develop your teams talent to reach their potential
- Always strive to be better than you were the day before
- Don’t aspire just to be great at what you do, aspire to be the best at what you do!
- Remember Praise in public, criticise in private
- Have a transparent culture, open communication
- You must earn your teams respect, not expect it!

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- Offer a competitive package to your Sales staff
- Have a positive impact on your team
- Train your team to be consultative Salespeople
- Challenge your team, this will help them grow and improve and go to the next level
- Be a competent, committed and approachable leader
- Value ALL feedback from your team, let them know it is always appreciated positive or negative
- Build a great culture in your team and surroundings
- Understand what motivates each salesperson they are all different!
- Join LinkedIn
- Winners never accept failure, it's a chance to re-try again!
- A good manager is approachable, amicable and compassionate
- Have a strong work ethic
- Have a genuine interest to help others
- Be an active listener
- Always be inspiring your team
- Accept change as part of growth and always encourage your team to
- Always display fairness and patience to your team
- Always be willing to compromise
- Use the problem/solution rule, if your staff bring you a problem have them bring a solution with them. The solution may not be correct but at least they thought about it.
- Work with your staffs strengths and manage their weaknesses
- Celebrate success, don't just say it show it
- Show leadership and have a firm and consistent process for your team to follow
- Help your team grow personally so they can reach their full potential
- Know how to motivate each team member as a unique individual
- Have an accountability culture in your team
- Remember when hiring you can teach skills but you can't teach "attitude"
- Don't Micromanage your team, you will drain the passion and de-motivate your top performers
- Don't neglect personal development
- If you stop learning you stop growing
- Have clearly defined job descriptions and performance expectations
- Want to be successful? Surround yourself with a good team
- Challenge yourself daily
- Be prepared to think outside the square
- Celebrate and encourage learning in your team
- Apps you should have on your phone
 - LinkedIn
 - Twitter
 - vTie
- Plan your next day the afternoon before
- Write down your long term goals and have a plan

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Your onsite and online Dealership Coach, Mentor and Trainer

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