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FREE Checklist & Guide

SALES MANAGEMENT TIPS TO GROW A WINNING TEAM

BY LAURA HALL



Welcome

Hello!

I'm Laura.



Becoming a sales manager at 26 years old was both exhilarating and terrifying all at once. Although I had great determination to be the best that I could be, upon my promotion I was let loose to run the team with no formal training and it was left to me to work it out. In essence, I had to 'wing it'.

Luckily, sales management was my calling and after a successful career building and growing teams, I went on to found my own sales representation agency that grew year on year until its acquisition 6 years later.

Many people have asked me over the years how I managed to successfully build teams that deliver week after week and quarter after quarter and my answer is always the same: **look after your people, and your people will look after you!**

Read on to get my ultimate guide and checklist for Sales Management Success!



Laura

1. ONE-ON-ONES

Create a regular consistent meeting rhythm for coaching.

When it comes to employee development and retention, it is crucial that managers speak with their teams at least once every week for 30 mins or more. One on one time allows you to really connect with each individual to know where they need your help the most. Sales people stay where they are developed, so ensuring each team member sees a path for growth is critical.

2. ADMIN

Don't be a slave to low value tasks.

If your day is bogged down replying to emails, in and out of meetings, working in the CRM and reporting, with little time for much else, then you can't manage your role and your team effectively. Your time should be spent working with the team and on revenue generating activities in the office and in the field so ensure your systems and processes are set up to support you to get the best out of every day.

3. HIRING

Hire slowly, fire fast!

Often the pressure of finding new sales staff can lead to decisions being made too quickly to get 'bums on seats' but this strategy helps no one. Take your time to hire slowly and ensure your interview process is set up to learn all the important things you need to know to make sure the person is the right fit ie. do they fit in with your culture, are their values aligned with the business and so on. One bad hire can cost you greatly so be sure to get this right.

4. ONBOARDING

Create raving employees from day 1.

On-boarding a new employee is one of the most important things you will do as a Sales Leader. Recruitment can take a number of weeks, so when you finally find the right person, you want to ensure you have all the measures in place to welcome them to the team in the best way possible. According to Fortune Magazine, 46% of new sales employees leave or are fired within 18 months – a daunting statistic. Help minimise the risk of an early departure by starting as you mean to go on.

6. TAKE A STEP BACK

Stop being Chief Problem Solver!

Allow your team to make mistakes and learn from them. If you're always coming to the rescue when they have a simple question or a problem they'll never learn to stand on their own two feet. Trust that they can work things out with a bit of careful thought and if things go wrong, the lesson learned will be one to remember to ensure it doesn't happen again in the future.

5. PERSONAL DEVELOPMENT

True leaders are always learning.

The level of a team will never exceed the level of its leader, so to increase the effectiveness of your team you must develop your abilities as the leader. Mark out non negotiable times for you to read, study and work on new skills and ideas and remember to take time to rest and reset to make sure you are able to operate and perform at your best.

7. DELEGATE

Free up your time to focus on the most important tasks.

As the sales manager, you are responsible for numerous tasks and activities including reporting, meetings, reviews and more. Look to other members of your team to delegate responsibility for example, can your senior rep conduct a training session or can another team member start assisting with reporting? Think about areas of your role that eat up your day and empower others by showing trust and delegating to them.

9. CLIENT MANAGEMENT

Make sure your customers are happy.

Did you know it costs 5 times more to go out and find a new customer than to retain one? Check that your team are maintaining a good relationship and frequent contact with their accounts and set this as a KPI to be sure it gets done. Client retention and surprise and delight is essential to making sure your results and revenue maintain a consistent and upward trajectory.

8. SET CLEAR GOALS

What gets measured, gets done!

Have a laser focus on results. Do your team know their individual and team goals? Are they visible for all to see? By ensuring your team know what is expected of them, they can be held accountable at all times. And accountable teams will have higher drive and motivation when their role and goals are clear.

10. PRAISE

Give regular feedback and praise.

One of the easiest things you can do to improve team performance and help them feel appreciated is to provide feedback and recognition for a job well done. It takes just a minute to sit down and write an email or message or pat someone on the back to let them know you have noticed the work and effort they are putting in and that you're proud of them. Motivating teams can be tough at times but if you start with this simple strategy, you'll find your team will be happier and more engaged.

CHECKLIST

Now it's time to do the work! Print off your checklist and start working through each task one day at a time.

- Conduct **one-on-ones** with each team member individually every week
- Review **admin tasks** and map out a new, more efficient schedule
- Update and review your **hiring process** and interview questions
- Create an **onboarding process** that creates a great first impression
- Focus on **personal development** and pursue something for your own growth
- Allow your team to **problem solve** for themselves more often
- Practice **delegating tasks and training** to those you can rely on and trust
- Set **clear goals and KPIs** making the results visible for all to see
- Monitor **client management** to ensure repeat business and raving customers
- Make **regular feedback and praise** a normal part of every day

THAT'S IT!

I hope you found this guide and checklist super useful!

For more help and free resources, head over to www.laurahall.com.au and say 'Hello'!

And dont forget to follow me on Instagram and Facebook for regular updates and tips!



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