

Powerful Relationships

30 ways for sales managers to develop more effective relationships with their salespeople.

- Take responsibility for creating the relationship, don't wait for them to initiate it.
- Invest in one-on-one time, especially outside the office on Field Visits and in social situations.
- Model the openness and sincerity that you want them to exhibit with their clients.
- Identify their core values—work, community, family, faith, whatever—and support them.
- Focus your energies on their strengths, not their weaknesses.
- Ask them how they wish to be managed using the IMQ and IMP systems.
- Push the right motivation buttons, and don't push the wrong ones.
- Go to their turf more often than they come to yours.
- Be interested in what they are interested in, personal as well as professional.
- Provide undivided attention when meeting with them.
- Be an active listener who closes the communication loop.
- Build trust by always doing what you said you would do.
- Be a consistent and predictable source of leadership, guidance, and support.
- Be a model of the values you and your organization hold high.
- Provide continuous feedback, notice as much as you can, as often as you can.
- Maintain your schedule of Individual Focus Meetings.
- Catch them doing things right much more often than doing things wrong.
- Find several significant personal achievements to celebrate each year.
- Provide individualized incentives, based on talents and interests.
- Tailor your performance expectations to their strengths and interests.
- Arrange a work environment that maximizes individual productivity.
- Provide the resources they need and can appreciate and use.
- Individualize your approach for everyone. Avoid being seen as playing favorites.
- Express and demonstrate caring and support.
- Ask their advice, and seek their opinions. It's the ultimate compliment.
- Share useful or important information, it's a strong sign of trust.
- Use technology to extend your presence, but not in place of it.
- Remember their birthday. Send a card, plan a little surprise, or start the day with a greeting.
- Provide growth opportunities by giving assignments that showcase their strengths.
- Support their career goals, even if it might mean growing beyond your team.