

# 4 CRITICAL ROLES OF A SALES MANAGER

## 1 | PARTNER

### **BUILD A TEAM RATHER THAN A HIERARCHY**

- Share responsibility for success
- Offer help when needed
- Ask only what you would ask of yourself



## 2 | SERVE

### **IDENTIFY AND MEET THE NEEDS OF OTHERS**

- Meet people where they are
- Place team and team member objectives first
- Credit the team members with success



## 3 | PROTECT

### **DEFEND PEOPLE AND RESOURCES**

- Take ownership for lack of team performance
- Remove unnecessary distractions
- Value resources and use wisely



## 4 | COACH

### **TEACH AND MENTOR TEAM MEMBERS**

- Set clear expectations
- Model desired skills and behavior
- Identify underperformance and provide guidance

