

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

