

WHAT GOOD LOOKS LIKE

WHEN SELLERS & FRONT-LINE MANAGERS ARE ALIGNED

The relationship between your sales reps and sales managers is critical to driving the overall success of your sales organization. When these two groups are aligned, you'll see evidence of a successful relationship in their actions. Here's **what good looks like** when sellers and sales managers are in sync around critical areas impacting sales.

SALES MESSAGING

Seller Evidence

- Uses messaging framework during customer calls
- Researches the industry, customer and buyer
- Gains access to the key decision makers
- Uses effective discovery questions
- Differentiates from the competition

Manager Evidence

- Ensures reps apply your messaging framework
- Ensures reps are prepared for customer meetings
- Debriefs customer calls to develop reps
- Assists reps in mapping pains to solutions
- Shares messaging best practices within the team

SALES EXECUTION

Seller Evidence

- Follows a consistent sales process
- Uses the prescribed sales tools
- Qualifies deals in or out early in the process
- Sets up and capitalizes on technical validations
- Provides business justification to preserve margin

Manager Evidence

- Ensures reps follow the process and use the tools
- Ensures deals are in the correct sales stage
- Focuses reps on customer verifiable outcomes
- Inspects deals using the CRM system & reports
- Uses opportunity reviews to coach deal progress

SALES PLANNING

Seller Evidence

- Creates and follows the Territory Plan
- Creates and follows the Account Plan
- Maintains a healthy pipeline
- Accurately forecasts quarterly revenue
- Consistently exceeds annual quota

Manager Evidence

- Manages the territory as a business franchise
- Ensures adequate territory and account coverage
- Coaches reps to consider all sources of revenue
- Applies appropriate judgment to the forecast
- Coaches the team to hit quarterly & annual goals

SALES TALENT

Seller Evidence

- Understands expectations
- Demonstrates consistent sales behaviors
- Sets and achieves development goals
- Manages the extended team through influence
- Mentors others without being asked

Manager Evidence

- Maintains a healthy candidate network
- Effectively screens & interviews candidates
- Quickly on-boards new hires to productivity
- Provides insightful feedback & coaching advice
- Identifies and promotes high performers