



SALES MANAGERS:

HOW TO STRENGTHEN YOUR WHOLE TEAM





Sales Managers: How to Strengthen Your Whole Team

Are you familiar with the term rainmaker? If you're a sales manager you most likely are, as these individuals play a huge role in your team's success. Rainmakers are the stars of your sales team. They move customers through the sales funnel efficiently while still leaving them thoroughly wowed. They consistently close, boost revenue, and add shine to your entire organization. Rainmakers are highly prized, and for good reason.

However, as a sales manager, what if you could have an entire team of rainmakers? Prioritizing the growth and development of a single individual above all else, no matter how integral they are to your enterprise, is not a sustainable way to grow your business. You must leverage the power of your rainmakers to strengthen your entire team of sales reps.

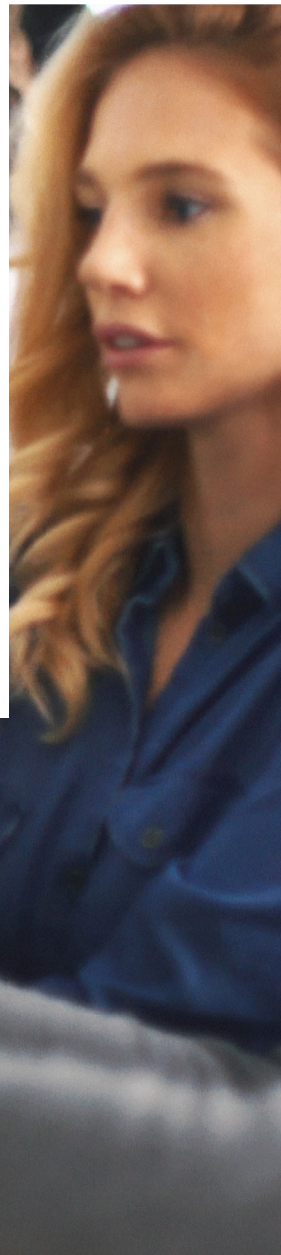
Understandably, this group-focused mission is easier said than done. As a sales manager, you wear many hats: Sometimes you're a coach, sometimes you're a motivational speaker, but you're always an inspirational leader. If you want your team to work for you, then you must work for them by playing an integral role in their development.

By investing in your entire team instead of just your most successful players you can benefit from numerous benefits—consistent best practices, more focused strategies, new prospecting methods, boosted morale, and early adoption of the latest tools and technologies. Here's how to do it.

FOSTER AN ATMOSPHERE OF CONSTANT LEARNING

Coasting along on yesterday's know-how simply will not cut it in the exciting, fast-paced, ever-changing sales industry. Education is not simply corralled into the classroom anymore. A professional environment where continuous, sustainable learning is encouraged through coaching, collaboration, and mentorship creates a positive dynamic that allows every member of your sales team to thrive.

Some sales managers might view advances in technology, social media, and mobile communication as an opportunity to manage from afar. If this is your line of thinking, it's time for a major shift. With the sales industry innovated by the introduction of sales enablement and social selling, it's time to learn how to use these principles to enhance your sales team.



Empowering Your Team

By now it's common knowledge that customers are buying in new ways. They are in the driver's seat and in control of the sales cycle more than ever before, and the industry has transformed and adapted in response. Have your sales reps? We're living in the empowered customer era. It's time for your sales team to feel just as empowered.

Let's look at a few ways customers are more empowered:

- › Increased Awareness: Customers go through most of the buyers journey solo, conducting their own research online and via social media.
- › Increased Independence: Mobile and online shopping are customers' preferred method of making purchases.
- › Increased Flexibility: With the traditional 9-to-5 schedule being increasingly replaced by different work models, customers value the ability to buy from anywhere at anytime.

As a sales manager, how can you apply the same principles to your entire sales team? What methods can you apply to increase the awareness, independence, and flexibility of your reps to elevate each one to the level of rainmaker?

Awareness

As a sales manager, it goes without saying that you're an invaluable resource for information and guidance. However, you're only one person. You can't be available to everyone at all times. When your sales reps have a question or need information, they shouldn't have to waste valuable time searching for answers or put the burden solely on you.

In general, your team should be aligned and on the same page. When sales reps have gaps in their knowledge or want to develop in specific areas, they should have access to timely, pertinent sales training content.

Independence

Giving your sales reps the ability to solve their own problems and take their development into their own hands is extremely empowering. No one likes to be micromanaged—especially salespeople. With increased independence often comes an increased amount of responsibility, accountability, and trust, which can benefit the entire team's dynamic.

Providing relevant and easily accessible sales enablement with coaching content right when your reps need it can ensure that your team grows faster, collaborates better, and is overall more successful. Expect boosts in revenue, quotas that are consistently met, quicker onboarding, and more.



“Providing relevant and easily accessible sales enablement with coaching content right when your reps need it can ensure that your team grows faster...”

Flexibility

Sales enablement and coaching content should not only be readily available—it should be accessible anywhere, at any time. Consider the amount of time and resources squandered when you try to schedule meetings with your entire sales team. Consider how hard is it to meet one on one when a learning opportunity arises. And what if you're trying to touch base and collaborate with a different department such as marketing?

You'll struggle endlessly if you don't incorporate the right flexibility tools that empower individuals to learn on their own terms.

USING THE RIGHT TOOLS

If you want to empower your team you need the right tools to do so. Thankfully, advances in technology have made it easier than ever to increase awareness, boost independence, and offer flexibility. It's time to leverage all the resources at your disposal.

Here's what you need:



Cloud-based tools to boost collaboration between team members and align different departments. Rainmakers can easily offer coaching and peer mentorship to other reps the moment it's most relevant, and team members can spearhead their learning and development on the go. Limitless flexibility!



A software solution built directly on your CRM to make training seamless and enjoyable for your team. Sales is a fast-paced field with jam-packed workdays. In all likelihood, it's not that your sales team doesn't want to learn a whole new platform—they simply don't have the time. Learn faster, collaborate more, and measure success without ever having to leave the CRM your team already knows and loves.



Incorporate aspects of social selling to give your sales team a boost! It's not only an effective way to interact with customers anymore. Create connections, build relationships, and incorporate multimedia content into peer-to-peer coaching. Rainmakers can upload their pitch videos to share with the group, provide feedback, upload peer reviews, and more.



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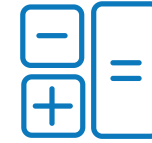
MEASURE, ANALYZE, STRATEGIZE

As a sales manager you must be more of a leader (coach, motivational speaker, etc.) to your team—but you must truly be a manager of data. You need results you can see and measure if you're ever to grow and expand. Setting goals, making progress, growing revenue, and creating a team full of rainmakers requires measurable data and robust analytics.

If you want a greater amount of agency and control over the performance of your sales team, get measuring! Data and analytics is also key to training effectiveness—so if you want to foster an atmosphere of constant learning, measuring matters.

By using a cloud-based, social sales enablement platform that is built natively into your CRM, you not only create a sustainable learning culture within your business, you also enable better strategizing for your future efforts.

“If you want a greater amount of agency and control over the performance of your sales team, get measuring!”



Learning data and metrics is tied to your business outcomes.



Analytics reveal how your team is performing so you are better able to focus your efforts.



Measure the impact of your training and development initiatives and how they reflect on revenue generation.



Identify which pieces of content and contributions from team members are having a positive influence on the rest of the team.



MORE WAYS TO INVEST IN YOUR ENTIRE TEAM



The sales team is not an island—align your reps with other departments, especially marketing.



Create a positive work culture—whatever that means to you as a sales manager. Provide constant feedback, offer positive recognition, incentivize, and reward goals achieved.



One team one dream—instead of pitting sales reps against each other and creating a negatively competitive atmosphere, emphasize the team's success over individual triumphs.



Hire and onboard to win—find the best talent available and make sure your team is the right place for these ambitious top performers to develop even further.



Be consistent—your team will thrive if everyone is aligned, best practices are maintained, and there's a system in place for constant feedback.



KPIs—key performance indicators should be clearly communicated to all members of your team so that they know the expectations.



Managing rainmakers—good sales managers know how to leverage the power of top performers to inspire other members of the team by using social networking and communication strategies.



Protect your team's time—make sure that you are doing all you can to ensure your reps are working efficiently with the right tools to get the job done.

A man in a dark suit, light blue shirt, and patterned tie is captured mid-jump against a textured blue wall. He is holding a dark briefcase in his left arm and has his right hand open, palm facing forward. The overall image has a blue tint.

REACH NEW HEIGHTS WITH LEVELJUMP

LevelJump is learning technology that offers innovative sales enablement, onboarding and training. Its consistent and intuitive programs allow you to provide the right content at the right time.

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