



5 TRAITS OF A **GREAT SALES MANAGER**

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SOMETIMES THE DIFFERENCE BETWEEN A TEAM HITTING THEIR SALES TARGETS AND MISSING THEM COMES DOWN TO ONE THING. THE SALES MANAGER. THEY CAN MAKE OR BREAK YOUR ORGANIZATION AND KNOWING WHAT TO LOOK FOR WHEN HIRING YOUR NEXT SALES MANAGER IS CRITICAL.

Here are the five key traits of a Great Sales Manager:

01. THEY ARE **WELL ORGANIZED.**

Organization is the key to being successful not just as a sales manager but in life in general. In order to manage a team, they must first be able to organize their day to prioritize all that comes at them in a day, week, month. When interviewing a potential sales manager, ask them how they organize their day and look for a highly structured day as a sign they can do the job.



02. THEY RECRUIT OUTSTANDING **SALES PEOPLE.**

Making hiring mistakes can be incredibly costly for organizations. In fact, the cost of a mis-hire can be as much as 10 times the person based salary. Great sales managers know how to build a strong team with different personalities and skill sets and then knows how to get them to perform. In an interview, try asking questions about how they hire sales people and what qualities do they look for. They should describe how they recruit, how they identify selling skills and how they would manage the team on a day to day basis.



03. THEY FIRE UNDERPERFORMERS QUICKLY.

As important as making fast hiring decisions is, it's even more important to get rid of underperformers as the damage they can inflict is immeasurable. Ask them when do they know it's time to get rid of a sales rep. They should be very logical in their decision making and have the best interest of the company and the team in mind.



04. THEY BRING OUT THE BEST IN PEOPLE

Great sales managers can take mediocre sales reps and make them stars. They can also make your top performers even better. Coaching and feedback from a sales manager go a long way to improving sales results and individual skill sets. Ask any potential sales manager how they have helped an underperforming rep hit target the next time you are hiring.



05. THEY COMMUNICATE WELL.

Far too often the reason sales reps underperform is that expectations are not clearly communicated properly. Great sales managers clearly articulate on a regular basis what the expectations are and whether or not the sales rep is living up to those expectations. If the sales rep is not hitting expected targets, a great sales manager will communicate this along with steps to get them back on track.



A **SALES MANAGER'S JOB** is critical to the success of your organization. In addition to growing revenue, successful sales managers grow future leaders and contribute to your bottom line. But the most important part of their job is to nurture and manage the people beneath them because without that, **YOUR COMPANY WILL NOT GROW.**

SALES RECRUITERS HELPING COMPANIES GROW REVENUE

SalesForce Search is a sales recruiting company which specializes in the recruitment and placement of sales professionals. We work in nearly every industry sector from financial services to pharmaceuticals and believe our Hiring Process can help you find the right sales person for your organization. Sales is the most critical component of every organization and hiring great salespeople is challenging. We help companies save time and money by finding the right sales person quickly and ensuring your organization hits their sales targets.

To start your search for your
next great sales professional today,



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