

THE ART OF SALES MANAGEMENT

Developing Sales Managers Who Train • Coach • Lead

A practical sales-management development program focused on improving the three disciplines a sales manager must manage every day: people, inventory and revenue.

PEOPLE

Coach behaviours, identify gaps, develop capability and create accountability.

INVENTORY

Manage inventory balance, aging, value and remarketing ability.

REVENUE

Manage results against budget and maintain visibility to pending revenue.

WHAT THE PROGRAM COVERS

Proactive Sales Leadership: Move the manager's focus from paperwork, pricing and problem solving toward mentoring, coaching, best practices and sales strategy.

Performance & Territory Gaps: Evaluate market share, market potential, territory coverage and individual salesperson performance versus opportunity.

Coaching & Development: Identify and verify gaps, document the path, gain commitment, coach and train, review progress and manage for results.

Individual Development Plans: Establish goals and accountability, keep development priorities front of mind and conduct fact-based quarterly reviews.

Sales Meeting Discipline: Run organized weekly and monthly meetings with written agendas, clear communication and performance visibility.

Revenue Management: Know the budget, completed deals, pre-sells, sold-status units and outstanding quotes — deal by deal.

Inventory Management: Use inventory profile, aged inventory, sold-status/deal-pending and repricing tools to manage inventory balance.

THE LEADERSHIP SHIFT

Today's sales manager is not simply an administrator or the team's best salesperson. The role is to train, coach and lead people to success while creating the structure and accountability required to improve results.

SIX COMMITMENTS FOR LONG-TERM CHANGE

- ✓ Aligned values
- ✓ Leadership people will follow
- ✓ Clear communication structures
- ✓ Defined responsibilities and expectations
- ✓ Understood rewards and consequences
- ✓ Common focus and strategy

MANAGER OUTCOMES

- ✓ More deliberate coaching and mentoring
- ✓ Clearer salesperson accountability
- ✓ Better territory and account strategy
- ✓ More professional sales meetings
- ✓ Greater visibility to revenue and pipeline
- ✓ Stronger inventory awareness
- ✓ A repeatable management rhythm focused on improvement

WHO IS IT FOR?

Sales Managers • Branch Managers • Regional Sales Leaders • Newly promoted sales leaders • High-potential salespeople preparing for management

A VALUE-ADDED LEADERSHIP DEVELOPMENT OFFERING

Ideal as part of a Sales Manager recruitment, leadership transition or development initiative — helping turn a successful hire into a more effective manager of people, inventory and revenue.

DON'T JUST HIRE A SALES MANAGER. HELP THEM BECOME A SALES LEADER.