
**Skills of the Sales Manager
&
Leadership Styles in Sales**



Skills of the Sales Manager

1. Communication Skills
2. Organisation Skills
3. Time management Skills
4. Analytical/problem solving Skills
5. Team building Skills
6. Initiative Skills
7. Motivate Others Skills
8. Leadership Skills



Communication Skills

- **Listening skills**

 - Sales people need to be good listeners

- **Negotiating and closing skills**

 - Creating a win-win situation for both the customer and themselves



Organisation Skills

- 1. Plan Effectively**
- 2. Prioritise your work**
- 3. Prepare Cautiously**
- 4. Ask Frequently**



Time Management

- 1: Prepare in Advance**
- 2: Schedule Your Time**
- 3: Start Early**
- 4: Organizational Skills**
- 5: Increase Productivity With PrimeTime**



Analytical/problem solving Skills

- **Problem Identification**
- **Structuring the Problem**
- **Looking for Possible Solutions**
- **Making a Decision**
- **Implementation**
- **Monitoring/Seeking Feedback**



Team building Skills

1. Make sure that the team goals are totally clear
2. Make sure there is complete clarity in who is responsible for what and avoid overlapping authority
3. Build trust with your team members
4. Allow your office team members build trust and openness between each other in team
5. try to involve the whole team in the decision building activities and events making process



Initiative Skills

- 1. Never Stand Still**
- 2. Do More Than is Required Of You**
- 3. Think as a Team Member, Not An Employee**
- 4. Speak Up And Share Your Ideas**
- 5. Consider Every Opportunity**
- 6. Always Be Prepared**
- 7. Ask Too Many Questions**



Motivate others Skills

- **Motivating Others**
- **Rewards**
- **Recognition**
- **Self-motivation**
- **Goals**
- **Strength**



Leadership Skills




Leadership Styles in Sales

□ **Autocratic**

- During an emergency or crisis, an autocratic leader can make decisions without input from the rest of the workforce to solve the problem.
- This can give some members of your sales force an advantage over their peers.
- The disadvantage is that when you make these decisions without advice from the rest of your salesmen, it might jeopardize your ability to engage and motivate them in the future.

□ **Transactional**

- Transactional leaders excel at completing tasks.
 - When you have an inexperienced sales force, this works well.
 - Subordinates agree to take direction from their leader and they accept advice regarding making sales pitches, promoting a product's features and benefits and closing the sale. This type of leadership provides clear delineation of roles and responsibilities.
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□ **Charismatic**

- Expressive, creative and intuitive.
- They build rapport with their sales teams and express optimism. They sometimes neglect daily operations.
- This type of leadership style works well when you are trying to build a network between sales, development and support personnel.
- Under stress, though, you might lose track of the details and shift the blame to your subordinates when sales quotas are missed.

□ **Transformational**

Transformational sales leaders recognize when strategies need to change. They help the entire sales force make the transition to using new tools and techniques by creating urgency and establishing a compelling vision for the future.

