



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Human Resource Management—**  
Manages process for aligning human capital with organizational goals.
- **Leadership—**  
Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

#### RELATED COMPETENCY CATEGORIES:

- **Vision—**  
Future-oriented. Develops a future exciting picture of what could and what should be, regardless of what is, for them and their organization.
- **External Awareness—**  
Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect area of responsibility.
- **Professionalism—**  
Projects an image of maturity and integrity that creates credibility.
- **Influence—**  
Consistently directs situations and inspires people for an all-win environment.

# Successful Sales Leadership

## SUMMARY

Leading salespeople is one of the most challenging jobs, requiring the ability to manage yourself and a team of people who are generally high achievers and have demanding personalities. Effective sales managers need to recognize and avoid common leadership mistakes, prioritize to avoid the tyranny of the urgent, and understand the factual, causative, and value-based motivators of their salespeople.

## CONTEXT

In this module, you will be able to examine the people side of being an effective sales leader and the process side of being an effective sales manager. You will begin with yourself and where you spend your time for the most profitable action. You will look at ways that you can stay focused on your priorities. You will discover a tool to help you understand what motivates individuals on your team.

Success is harder than failure. To become a good sales manager and a leader of your team and your organization takes discipline and willpower. It's willpower that helps you to not be discouraged by everyday setbacks and it is willpower that makes you want to do better next time.

---

### At the completion of this module, participants will be able to:

- Understand the fundamental drivers of sales management and Leadership
- Analyze the challenges of managing time as sales managers
- Recognize the common mistakes sales managers make
- Use the Sales Inner View to build relationships and understand motivations

*"Yes, you can learn to lead, but don't confuse leadership with position or place. What earns respect in the end is whether you are you. And whether what you are embodies what they want to become."*

—James Kouzes, Finding Your Leadership Voice