

RSM! Recruitment
Thailand

Have You Got What
It Takes To Be A
Sales Manager?



Have You Got What It Takes To Be A Sales Manager?

Why do some salespeople excel at selling a product or service but fail at managing a team of sales staff?

When someone is a grade A salesperson, they typically are able to work independently; they're a go-getter who can achieve and succeed without direction from others.

A good sales manager is a good coach, someone who can motivate people to sell, someone who listens and puts their needs secondary to the needs of the sales staff. Good sales managers also need to work well with people.

The sales manager must also be able to deal with individual personalities, egos and skill levels. They have to do this in a high-pressure environment, because the success of the sales staff and whether they meet monthly or annual targets is often placed on their shoulders.

Good salespeople come from all walks of life. Some have Bachelor's or Master's degrees, though regardless of what degree or educational background they come from, sales managers essentially require an additional skill set to succeed in their position:

- Be an effective listener than a good talker.
- Be a coach first and a salesperson second. That includes creating performance appraisals/reviews that can lead to future success and generating ideas on how to better sell the product or service or work with certain clients.
- Have superior people, conflict-resolution and analysis skills.
- Know the individual strengths and weaknesses of every salesperson.
- Know how to match your people with your customers. Different strategies and tactics work for different customers.

Success as a Sales Manager

Contrary to the traditional image, a good sales manager doesn't have to be an overbearing, whip-cracking disciplinarian demanding that each salesperson be on the phone selling, cold calling and prospecting and networking every spare minute of their day. Some of the most successful sales managers are those that remember that we're all human.

Salaries for sales managers vary. In many cases, the top members of the sales staff will have higher salaries than the sales manager him/herself. This is why many salespeople stay in sales rather than moving into management, where income is sometimes a result of the success of the sales staff they lead, with bonuses and commissions mixed in.

Successful sales managers also need to understand and know their product inside out. If they continually come up with new leads and ideas, they will keep their staff motivated and excited, especially where rejection can be a common part of the job.

Understand your product or service, understand and listen to your team (your people!), and continue to teach, train and develop them to do their job well.

