

Performance Technologies

Are your sales managers looking to tomorrow or just getting through today?

A universal problem faced by companies of all sizes across almost every industry is defining the role of the field sales manager. If that role is not clearly stated and the sales manager is not comfortable with the tools and practice of selling and coaching, he or she can become an administrative "scorekeeper" rather than a motivator and leader to the sales force.



CHALLENGE

Field sales management is focused on administrative and/or operational tasks. The extent of their coaching is to focus on the numbers and reports.

IMPLICATIONS

- Increased turnover for reps and managers
- Inconsistent performance with significant percentage of sales people below plan
- Reduced ROI for developmental initiatives among managers and reps

SOLUTION

- Established best practices and metrics for coaching
- Created skill reinforcement process for field managers
- Aligned compensation plan to responsibilities and tasks
- Provided coaching toolkit

RESULTS

- Maximized field management efforts by standardizing a coaching language and process
- Gained ability to measure ROI



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Making businesses better