



8 Quick Tips for Successful Leadership

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Success is not handed to us on a silver platter; we must work hard for it. This is especially true for sales team leaders. It is the sales manager's job to lead the team members to be successful and productive. To be a successful sales manager and a team leader, you must have willpower and be disciplined. This will give you the proper motivation to guide your sales team through any obstacle and help them become the best they can be.

The 8 Quick Tips for Successful Leadership Are:

1. **Establish Credibility** - In order for your sales team to look up to you, you must know what you are talking about. If your knowledge of sales is weak, your sales team will pick up on that and you will lose their respect and position as a mentor.
2. **Be Available** - Always be available to help your sales team when they need help.
3. **Monitor Performance** - After goals and performance targets are set, be sure to monitor your sales team's performance. This is the only way your sales team will take their goals seriously.
4. **Have Sales Meetings** - Having regular meetings encourages communication.
5. **Coach From the Field** - Do not be afraid to go out in the field with your sales people. This will build team spirit and show them that you truly care about their progress.
6. **Run The Numbers** - Know what actions produce the highest profit and focus your team's efforts on those actions.
7. **Stay Focused** - Be sure that everyone is focused on priorities. Encourage your team members to set priorities first thing in the day and create a "to-do" list to help them stay on track.
8. **Motivate Your Team** - Figure out what motivates each of your team members and do what you can to use that to encourage them to perform at their peak level. You can figure out what motivates people by having them take a behavior assessment. Also, be sure to offer plenty of praise and recognition for achievements and goals met.

The 6 Competencies For Successful Sales Leadership:

1. **Human Resource Management** - Successful Sales Leaders are able to organize sales people's schedules to balance the company's sales goals with the company's budget.
2. **Leadership** - Successful Sales Leaders drive business results by aligning the vision, mission, and values to enhance business value. They are also able to enlist the willing cooperation of others, tap into their highest skills and abilities, and achieve desired results.
3. **Vision** - Successful Sales Leaders are future-oriented. They are motivated by developing an exciting picture of what could and what should be, regardless of what is, for them and their organization.
4. **External Awareness** - Successful Sales Leaders are able to see things from multiple points of view. They are mindful of how their own actions impact others. They also keep up to date with the evolution of the workplace environment by being aware of their changing role and responsibility.
5. **Professionalism** - Successful Sales Leaders project an image of maturity and integrity that creates credibility.
6. **Influence** - Successful Sales Leaders consistently direct situations and inspire people for a win-win environment.

Summary: Leading sales people can be very challenging yet very rewarding. Managing yourself effectively will help you be able to manage your sales team. Also, avoiding common leadership mistakes, prioritizing tasks and knowing exactly how to motivate each of your team members will help you become the best sales leader you can be.

"Coming together is a beginning. Keeping together is progress. Working together is success.."

- Henry Ford

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