

STRATEGIC SALES MANAGEMENT

Session 1: Key Responsibilities of Salespeople

STRATEGIC APPROACH TO SALES RESPONSIBILITIES, PREPARATION AND MANAGEMENT

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Learning Objectives:

After going through this module, you should be able to:

- Comprehend Key Responsibilities of Salespersons
- Preparation for a Sales Role
- Personal Selling Skills

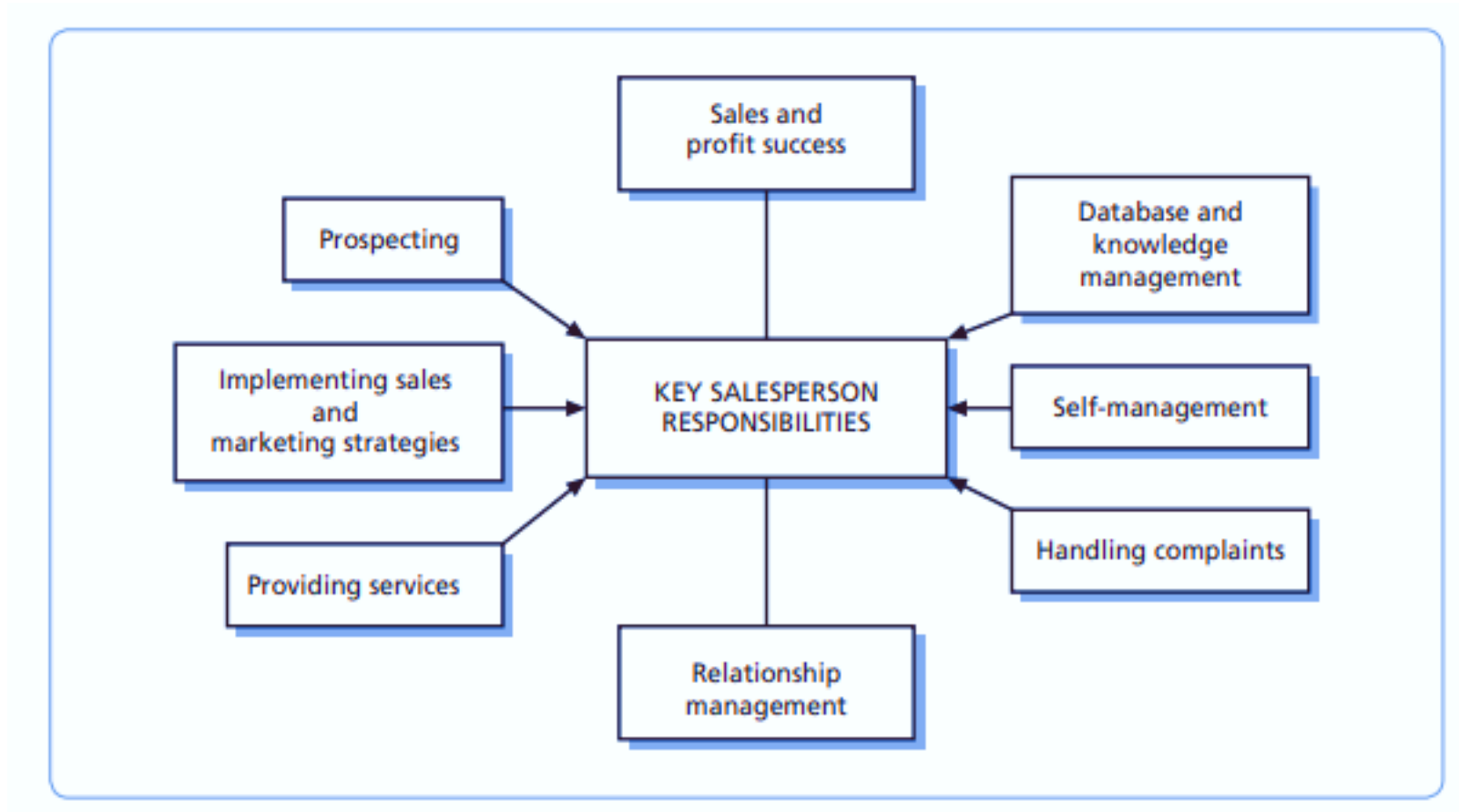
Traditional vs. the Modern Approach and Changing Responsibilities of Salespersons

Primary job of a salesperson certainly is to help the prospects, customers and clients solve their business problems via selling, keeping the long-term as well as value driven orientation in mind

And profits will follow... If this is pursued consistently

Apart from that, a salesperson is also required to perform several secondary functions as well.

Key Responsibilities of Salespeople



Source: Selling and Sales Management, Jobber and Lancaster, Pearson, pp. 220

Moving from Self-Management (Individual Salesperson)

to

Managing a Team (Role of a Sales Manager)

Role of a Sales Manager

- Identifying Sales Goals
- Crafting Sales Plan and Path for Execution
- Recruitment and Selection
- Training the Sales Team
- Motivating the Team
- Coordinating
- Territory Management
- And . . .

Glassdoor Snapshot

Sales Manager Job Description Template



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Job Overview

Here at Acme Corp, we are a leading firm in our field in the tri-state area. We're proud to have a 3.9 Glassdoor rating from our employees. We are hiring a talented Sales Manager to join our growing team. If you're a hard-working professional, Acme Corp is a great place to get ahead. Apply today!

Responsibilities for Sales Manager

- Recruit, hire, and train sales team
- Set sales goals, compare performance to goals, and adjust goals as needed
- Assess current team processes and procedures, identify opportunities for improvement, and implement them
- Develop individual quotas and assign territories for team members
- Provide detailed and accurate sales forecasts
- Coach, mentor, and provide feedback to team members
- Foster a competitive yet collaborative team environment
- Assess individual performance through observation and measurement, and suggest corrective actions as needed

Source: <https://www.glassdoor.co.in/Job-Descriptions/Sales-Manager.htm>

glassdoor

Let's Watch this Incredible Video by Brian Tracy



<https://www.youtube.com/watch?v=elg3Cdct8Eo>

Source: Brian Tracy's Official Youtube Channel

References:

All References used for preparing the slides have been provided at relevant places.

Thank You