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5 KEYS TO START YOU ON A PATH OF BEING A  
**DOMINANT** SALES MANAGER

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# BECOMING A **DOMINANT** SALES MANAGER



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# #1: Telling & Yelling NEVER Asking

IT'S IMPORTANT WHEN LEADING A SALES TEAM TO ADEQUATELY CREATE AND DEVELOP SUCCESSFUL SALES PROFESSIONALS. IT REQUIRES US AS LEADERS TO EFFECTIVELY OBSERVE AND UNDERSTAND OUR SALES PROFESSIONALS INSIDE AND OUT. UNFORTUNATELY, WITH REMOTE SALES PROFESSIONALS, INSIDE/OUTSIDE SALES REPS, RELIANCE ON EMAIL, IT SEEMS THAT SALES COMPANIES STRUGGLE TO TRULY OBSERVE THEIR SALES REPS AND EVALUATE THEM ON A SCALE TO WHERE THEY CAN IDENTIFY THE "TRUE" PROBLEM AND PROVIDE A PROPER SOLUTION THAT'S QUICK AND DRIVES RESULTS.

ONCE YOU CAN ACCEPT THE FACT OF LACKING THE ABILITY TO UNDERSTAND WHY REPS STRUGGLE, WHAT "TRUE" PROBLEMS ARE OCCURRING, AND ACTUALLY EVALUATE SALES REPS IN ACTION, THEN YOU WILL GROW AS A SALES MANAGER/LEADER.

# #2: Where is the Coach or Mentor?

A COACH IS DEFINED AS SOMEONE WHO TAKES AN EXPERIENCED PLAYER TO PERFORM AT A HIGHER LEVEL. SO WHY DO SALES COMPANIES STRUGGLE WITH EFFECTIVE COACHES? IS IT THE TIME CONSUMPTION? THE CARING ATTITUDE? OR JUST HAVING PEOPLE IN POSITIONS THAT ARE SELFISH AND DON'T KNOW HOW TO PUT OTHERS FIRST?

REGARDLESS, A TEAM NEEDS A COACH: SOMEONE WHO CAN MENTOR AND HAS A GENUINE VESTED INTEREST INTO THAT INDIVIDUAL EVERY SINGLE DAY. IT'S TOUGH TO PUT ASIDE YOURSELF AND FOCUS ON OTHERS BUT A WINNING TEAM IS MUCH MORE POWERFUL THAN YOUR EGO OR YOUR RESULTS BECAUSE YOU CAN'T HAVE A SUCCESSFUL TEAM WITHOUT EVERYONE BUYING IN, BELIEVING, AND TRUSTING YOU.

SHOW THEM THE ROADMAP, BE THE ONE THAT CARES, AND DRIVE RESULTS WITH EMOTIONALLY AND PSYCHOLOGICALLY CONNECTING WITH YOUR SALES TEAM.

#TRUSTTHEPROCESS

# #3: Limited Effective Training Resources

THERE'S HONESTLY NO MORE EFFICIENT WAY TO INCREASE REVENUE ACROSS YOUR SALES TEAM THAN GETTING MORE PRODUCTION OUT OF THE SALES REPS YOU ALREADY HAVE! DISSECTING AND EVALUATING YOUR TEAM, AND DIGGING DEEP INTO THEIR TRUE, RAW SKILL SETS IS A WAY TO START. IMPLEMENTING NEW TOOLS AND RESOURCES ARE ONLY AS EFFECTIVE AND GROW NOT ONLY YOUR SALES REPS, BUT SALES MANAGERS, AND SALES TEAMS, ARE EXTREMELY IMPORTANT FOR QUICK IMPACT AND LONG TERM GROWTH. YOUR TOOLS ARE ONLY EFFECTIVE AS THE PEOPLE USING THEM. IT IS IMPERATIVE THAT TEAM MEMBERS ARE HELD ACCOUNTABLE WHILE REPETITION IS INCREASED TO BUILD A FOUNDATION OF SKILLS THAT'S SCALABLE.

# #4: Struggle with LEADING

YOU HAVE TO UNDERSTAND LEADERSHIP COMES FROM WITHIN. THE DAY YOU FIND YOURSELF IN SALES IS THE DAY YOU CAN IDENTIFY IF YOU CAN LEAD. IN SALES, THERE HAS TO BE A PASSION AND DESIRE TO LEAD. IF THERE'S A BURNING DESIRE TO HELP OTHERS, DO WHATEVER IT TAKES TO FIND SOLUTIONS, AND COMMIT TO SUCCESS, YOU'VE FOUND LEADERSHIP. THE BEST LEADERS PUT OTHERS BEFORE THEMSELVES. THEY SET A FOUNDATION THAT CREATES TRUST, BUY-IN, AND BELIEF IN YOUR LEADERSHIP AND AS A LEADER FROM THE REPS BUT INTO THE COMPANY AND EACH OTHER AS A COLLECTIVE UNIT. FIND YOURSELF, THEN LEAD.

# #5: Manager doesn't Mean MICRO MANAGER

THE DAY YOU LET YOUR SALES REPS FREE IS THE DAY YOU'LL SEE MORE RESULTS. I'M NOT SAYING LET THEM DO WHATEVER THEY WANT, I'M TELLING YOU TO CREATE A PATH THAT CORRELATES TO EACH SALES REPS PERSONALITY, SKILL SET, AND KEY MOTIVATORS. PAINTING THE PICTURE WILL ENSURE TRUST FOR BOTH YOU AND THE SALES REP. THEY'LL UNDERSTAND DIRECTION, METRICS, AND THE IMPORTANCE OF DRIVING RESULTS. THE LAST THING THEY NEED IS FOR YOU TO HINDER THEM, CREATING FEAR, AND SELF DOUBTS BECAUSE OF EXCESSIVE SUPERVISION THAT PSYCHOLOGICALLY TAKES THEM OUT OF EVEN WANTING TO WORK FOR YOU.

WHEN YOU CAN IDENTIFY AND KNOW YOUR TEAM, LIMIT EXCESSIVE SUPERVISION, INSPIRE INSTEAD OF CRITICISE, IS WHEN YOU'LL SEE A BETTER TEAM, MORE RESULTS, AND THE UPWARD MOBILITY EVERY SALES TEAM DESIRES.