

# Sales manager boot camp

Are you up to the job?



# So you've got the job title of sales manager... but do you deserve it?!!

Take our sales managers' "boot camp" test today to find out!



**No softy self-evaluation competency profiles here: we want hard evidence!!**

**Which of these 20 activities have you completed in the last quarter?**

**This test focuses on what you have done, not what you think your skills are!**

# The boot camp test – page one

**1 point for each activity you have done in the last quarter – no lying soldier!**

*“I have carried out a coaching session of at least 15 minutes with each member of my team, where we openly discussed their strong points and areas for development”*

*“I have invested my time and energy to help at least one person in my team overcome significant challenges they face in the field”*

*“I have consciously set up a joint sales call with one of my team where the agreed goal was for me to “show how” to sell a company product / service”*

*“I have made conscious efforts to align the sales team with our corporate strategy”*

*“I have made changes to the team function / interactions to improve team performance”*

*“I publically celebrated the success of one of or all of my sales team”*

*“I have pushed one of my team to improve their performance in an open and direct manner”*

*“I have personally attended at least 10 customer meetings”*

*“I have spent at least ½ a day analysing our market situation and reviewing our sales strategy to see if it can be improved”*

*“I have met with our marketing team to improve our chances of success in making the numbers”*



**Total points  
page one =**

**/10**

# The boot camp test – page two

**1 point for each activity you have done in the last quarter – no lying soldier!**

*“I said, “no,” to a request for discount from one of my team”*

*“I organised a team activity where the focus was on opening the door to new opportunities, for example, a telephone day”*

*“I sat in on a key account review meeting, where one of my team led the discussions”*

*“I took actions to help my team develop their careers in the future”*

*I lobbied my boss for resources or organisational changes to help our team to be more successful”*

*“I invested time to help the sales team implement new technologies / CRM more effectively”*



*I did at least ½ a day self-development activities, including reading sales performance related books, attending sales / management training”*

*“I spent at least 2 hours investigating and understanding industry trends”*

*“I have taken steps to manage our collective energy levels, to avoid stress / overwork burnout”*

*I followed up with each member of the team on our annual goals / metrics / individual territory plans”*

**Total points  
page two =**

**/10**

# How did you measure up?

**Are you fit enough for your role?!!**



**A score of 15 or more:**

**<Top of your game!>**

**A score of 10 to 15:**

**<Fit for the role, but room for improvement...>**

**A score of less than 10:**

**<Get down to sales manager boot camp now!>**

# About the boot camp test...

**We didn't just make it up you know!**



**The Journal of Personal Selling & Sales management recently listed 56 key competencies for sales managers (vol. 34 Sep. 2014)**

**We have condensed this list based on experience through our own client programmes and our sales best practice database (750+ inputs) to arrive at the 20 test questions.**

**Sure, every organisation is different, however we think this “boot camp” test is a good starting point for discussion for most sales managers.**

# Next steps

**Do you want to get fitter  
at sales management?**



**Join our sales management  
programmes**

**If you want to be the best sales  
manager you can be, you need  
exposure to the best sales best  
practice and a well thought out,  
personalised training regime.**

**Contact us to help you define it :**

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