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

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

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

“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 personally attended at least 10 customer meetings”

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

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

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

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

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

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

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

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

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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