



DECODING SALES LEADERSHIP

**THE KEY TO UNLOCKING YOUR
TEAM'S FULL POTENTIAL**

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IT TAKES MORE THAN SELLING...

Successful sales leaders know that managing a team of sales professionals to achieve revenue growth, customer retention, and profitability goals takes more than just knowing how to sell.

Sales Management encompasses the art of planning, directing, and controlling sales activities to ensure targets are achieved and customer needs are met.



INVEST IN YOUR TEAM...

Leadership capitalizes on the strengths of individuals on the team and creates success through engagement, development and recognition.


Successful sales leaders invest in their teams to create long-term customer relationships based on trust and authenticity. They adapt to the strengths of individuals and strategically develop their capabilities to meet the organizations objectives. They are committed to targeted, sustainable growth with their sales teams and customers.



YOUR LEADERSHIP TOOLS TO DRIVE SUCCESS...

01

Articulate a Vision for the team:
Explaining your vision to your team and why you are asking them to do what they do, provides them with a strategic filter to assist with their decision-making. This allows them to act more independently and confidently knowing they are contributing to the overall company objectives.



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02

Set clear expectations: Set them up for success by defining what ‘good’ performance looks like in your eyes. Is there a specific process to follow? What autonomy do they have? What decisions can they make on their own? When will you meet to discuss progress?

03

Provide Feedback: Specific, constructive feedback not only lets them know how they are doing, it also builds their self-esteem. Who isn’t happy to know that their leader cares enough to help them improve?

ESTABLISH A CULTURE OF CONTINUOUS IMPROVEMENT..

Finally, to unlock your team's full potential create a culture of learning, growth, and continuous improvement by providing appropriate training & development opportunities to the team.

Observe your salespeople in action, provide constructive feedback and help them leverage their strengths to increase their success.

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