

The Right Sales Manager Coupled with Sales Team Skill Building: A Winning Combination

We were engaged by a client to help the sales team execute at a higher level in a newly created division.

Opportunity

The owner of a newly created security alarm company was frustrated with languishing sales and believed outside help was needed.

Approach

We began by evaluating the existing sales team using data-driven sales-specific tools to evaluate the people, processes and systems within the sales team, while calculating the upside potential of the team. Once the opportunities on the team were identified we could construct customized recommendations that would maximize the potential of the entire team.

Recommendation

Based on the analysis completed, we determined that the sales manager would likely struggle leading the team to execute at the highest level and also determined that the team lacked necessary sales skills, which would prevent them from executing at the highest level. We began providing sales skill training to the entire team and sales leadership coaching to the sales manager with a close eye on the progress of all individuals on the team. Ultimately, it became evident that, as predicted, the sales manager was not well-suited to lead the team and would not be able to easily overcome his weaknesses. Therefore, we were engaged to assist in establishing a process to more effectively and efficiently select a new sales manager as replacement. Primarily, we helped the owner avoid making another hiring mistake.

Results

There were four major results from these efforts:

1. The sales manager was replaced with an experienced sales leader who was able to reinforce the skill-building training that we had embarked upon with them.
2. The former sales manager elected to stay as a salesperson, which was a position he was well-suited for, and was soon executing at a higher level than any salesperson had previously executed.
3. The team's sales increased dramatically each month to the point that a year following the inception of the program the monthly sales were 375% higher than the same month in the prior year.
4. The owner rested easy with no worries, confident that revenue would continue to expand and support new endeavors.