

**Special Management Series**

# **Seven Sales Management Strategies**

**This is a series of Training for your  
Management TEAM**

**Presented by J.W. Owens**



**A Management  
Perspective 303 Series**

**Management - JWO 403**



# Seven Sales Management Strategies



## Seven Sales Management Strategies

Sales managers today face a difficult dilemma.

On the one hand you'd love to be able to accompany your reps on every call and show them precisely how to handle each physician interaction to the greatest advantage.

On the other hand the cloning technology necessary to make this feasible has yet to be developed. Instead, managers simply have to find other approaches to help field reps shine on their own.

**The following seven key management tips.**

# Seven Sales Management Strategies



## 1. Don't fear commitment.

Part of your job in motivating and educating others is to stay motivated and educated yourself.

Likewise, by showing leadership and commitment yourself, these traits will filter down throughout the sales force.

# Seven Sales Management Strategies



## 2. Keep reps on board.

Frequent turnover undermines the gains you make with individual offices and physicians.

Also, competitors tend to target territories and companies with high turnover.

# Seven Sales Management Strategies



## 3. Don't stop the training.

With all the difficulties SALES reps struggle against – solitary work, irregular hours, daily rejection and fierce competition – it's easy to see why so many reps fall into selling slumps or the trap of complacency.

**A good way** to combat this tendency is with regular continuing education opportunities.

Workshops, seminars, conferences and trade shows are terrific sources of information.

**Another good strategy** is to beef up reps' marketing education. By learning to better understand CUSTOMER'S behavior and decision making, as well as how to analyze sales data, assess market potential, gather market intelligence and develop marketing strategies and plans, **your reps will feel more invigorated and empowered to attack their daily challenges** mentors to newer reps.

# Seven Sales Management Strategies



## 4. Personalize training needs.

Reps' training needs vary according to their **abilities, tenure and performance.**

Let your more **senior reps help set the agenda** for and make presentations at sales meetings.

**Seek out their advice** and, if possible, **solicit their leadership** as potential mentors to newer reps.

# Seven Sales Management Strategies



## 5. Plan unscheduled ride-alongs.

**Sales reps generally value their independence,** but managers also must exercise their supervisory duties.

**If a rep balks at the idea of an unscheduled ride-along** it should raise an instant red flag.

# Seven Sales Management Strategies



## 6. Explain the benefits of technology.

**Reps understandably might fear technology's increased encroachment** into their work as a sign of Big Brother or a threat to their job.

You might need to **sell them on technology's benefits** of greater sales and stronger customer loyalty.

**Emphasize that technology can never replace salespeople**, but it can make them more effective at building relationships, which is the key to succeeding in this profession.



# Seven Sales Management Strategies

## 7. Team up.

Team selling is on the upswing among pharmaceutical sales organizations, though many reps remain skeptical. For a team approach to work reps must agree to unify their efforts.

**Stress the following points about team selling to get your salespeople on board.**

- Team selling opens more doors by using diverse personalities working toward achieving a common goal.
- In complex markets a broad knowledge base can prove invaluable when selling to multiple decision makers.
- With colleagues to back up one another fewer mistakes fall through the cracks.
- A team of reps can cover a larger territory.
- Evidence shows that team selling boosts sales; in short, it works.

# Seven Sales Management Strategies



**This is a series of Training for  
your Management TEAM**

# Good Selling !



**J.W. Owens - 561-372-5922  
results.jwowens@gmail.com**

**A Management  
Perspective 303 Series**



Disclaimer: The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning J.W. Owens. The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein. In addition, the information contains white papers, shared presentation from others, industry material, public or shared information from others and J.W. Owens that may reflect the his current views with respect to future events and performance. This presentation does not constitute an offer or invitation to purchase or subscribe or to provide any service or advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or decision in relation thereto.