



# **SALES MANAGEMENT TRAINING GUIDE**

**How to Manage, Measure  
and Coach Your Team to  
Win More Deals**



# Table of Contents

**Preface ..... 3**

**Intro ..... 4**

What Is Sales Management?

Inside Sales vs. Outside Sales

Defining the Sales Process

**Manage ..... 8**

Hiring Sales Reps

Onboarding Process

Sales Team Meetings

1:1 Meetings

**Measure ..... 15**

Set Goals and Expectations

Define What Metrics Are Important to You

Implement a Visual Dashboard

Reflect and Improve

**Coach ..... 20**

Teaching vs. Coaching

Coaching Tips

Build Trust

Motivate Your Team

**Final Thoughts ..... 25**

## Preface

This guide is intended to serve as a baseline for managers and should be tailored to what works best for your style and your team.

Whether you're a new sales manager or have been managing a sales team for years - this guide will guide you through crucial strategies, tips, and best practices for managing your team.

**Here's a framework for this guide and what each section entails:**



### 1 **MANAGE**

This section will take you through the process of building out your sales force. You will get highly-effective interview questions for hiring sales reps, tips for the onboarding process, team and 1:1 meeting best practices, and more.



### 2 **MEASURE**

This section will walk you through choosing appropriate metrics and implementing a visual dashboard so you and your team can visualize what is and isn't working.



### 3 **COACH**

This section digs into the psychology of coaching and how to truly connect with your team. We will discuss techniques for motivating your team as well as the fundamental aspects of building trust with each member of your team.

# INTRO

- ➡ What Is Sales Management
- ➡ Inside Sales vs. Outside Sales
- ➡ Defining the Sales Process





# What Is Sales Management?

Sales management is essential to any successful sales operation. As a sales manager, your focus is on keeping your team motivated, productive, and closing deals while consistently delivering the best possible value to customers.

Sales management is the process of overseeing all sales operations - forming a sales force, implementing sales techniques and objectives, tracking and reporting their progress, and effectively communicating with the team to continuously hit or exceed team goals.

The **3 FUNDAMENTALS** of sales management are:

## MANAGE

**Sales operations:**  
building a team

## MEASURE

**Sales analytics:**  
measuring and reporting

## COACH

**Sales strategy:**  
executing the sales process



## Inside Sales vs. Outside Sales

What kind of sales team are you managing - an inside sales team, an outside sales team, or a hybrid model?

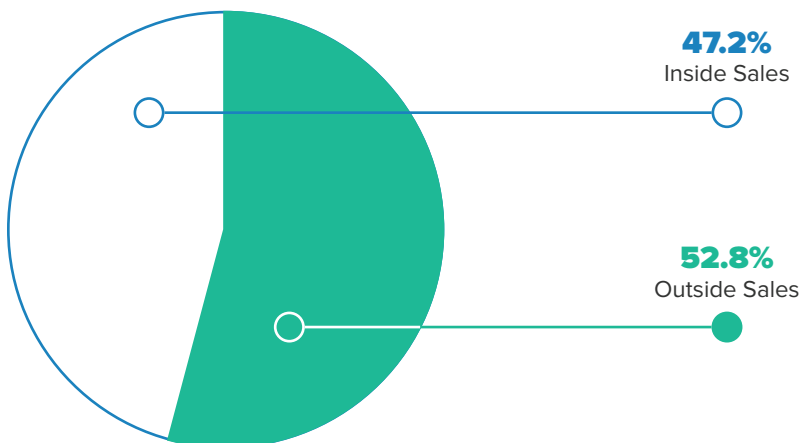
Before deciding on inside sales vs. outside sales, you need to ask yourself:

### 1. What am I selling?

### 2. Who am I selling to?

Understanding your target persona is crucial for making this decision. Some people prefer to meet in person and some prefer to communicate over the phone or email. It also undoubtedly depends on the product or service you are selling. Many products are important to see and try in person, and others can easily be demoed through video conferencing and screen sharing.

**Approximately 5.7 Million Professional Salespeople in the U.S.**



### Inside sales:

Inside sales is a type of selling that relies on technology to remotely sell products or services to potential customers. Because inside sales reps nurture multiple relationships at once, they need to be goal-oriented and comfortable multi-tasking.

Strong written and verbal communication skills are important to engage with their prospects efficiently. They also must have a high level of understanding and expertise of the product or service they're selling because they need to communicate the value and functionalities over email and phone.

### Outside sales:

Outside sales, also known as field sales, is a type of selling that relies on traveling to meet prospects and customers to sell products or services in person.

Outside sales reps should excel in verbal and non-verbal communication skills and present themselves in a professional manner.

These reps need to feel comfortable traveling, adjusting to new environments, and working independently. This means they should be time-oriented and capable of managing their own schedules.

### Hybrid model:

There are many ways companies go about pursuing a hybrid model. Companies can give their salespeople the flexibility to do both – certain opportunities can lead to in-person meetings to show dedication and persistence. Or companies can hire both inside and outside sales reps to work together. Example: Inside reps do more prospecting and move customers through the sales funnel, while outside reps do more demoing and focus on the bigger contracts.

[Harvard Business Review](#) shows that many companies are shifting sales responsibilities – structures are evolving into a more hybrid-based model.



## Defining the Sales Process

One of the most fundamental concepts you can master as a sales manager is building out a thorough, effective, and well-defined sales process. This sales process will guide your team from prospecting initial leads to closing the deal.

**In simple terms:** a sales process is a systematic approach involving a series of steps that enable a sales force to close more deals, increase margins and make more sales through referrals.

An effective sales process should be clear and concise, customer-centric, goal-oriented, measurable, and adaptable. Every step of your sales process should be thoroughly understood by all stakeholders. Your sales process must be easily adaptable to market changes and changing buyer personas.

You can help your team visualize steps of your sales process in various ways - such as creating a sales pipeline and sales funnel.

Establish your sales pipeline and communicate this with the team. The sales pipeline is a sequence of steps you lead a prospect through from the beginning to the end of a sale - the pipeline helps to visualize where prospects are in this sequence.

### SALES TIP

Keep your sales process, pipeline, buyer process, sales funnel, opportunity stages, cheatsheets, etc. in a **SALES RECIPE** - a doc that contains all of this information and your sales reps have easy access to.



Prospecting



Qualifying



Proposal/  
Presentation



Handling  
Objections



Closing



# MANAGE

- ➡ Hiring Sales Reps
- ➡ Onboarding Process
- ➡ Sales Team Meetings
- ➡ 1:1 Meetings





## Hiring Sales Reps

The questions you ask your candidates in the interview can bring to light what kind of salesperson and overall employee they are. It's important to have these questions be open-ended and high-level and not get caught up in minor details.

Here are some ideas of questions to help find the right candidates:

### 1 **“Tell me about a time you caused a miscommunication with your team and how you managed it.”**

It should be easy for your candidate to think of a time when their writing, speaking, or non-verbal communication conveyed the wrong message. Are they able to be open with a candid answer? Did they take action to resolve the issue as soon as possible?

### 2 **“Tell me about a time you lost a sale.”**

Every salesperson has lost sales, but how they speak about these instances indicates what kind of salesperson they are. Look for whether they look back on the lost sale with optimism and a growth mindset, rather than putting the blame on someone else or struggling to admit that they messed up. The key to a successful employee is one who can learn from their mistakes and better themselves because of it - turning every lost into a learning opportunity.

### 3 **“Walk me through a sale you closed.”**

Now let's hear their methodology behind successfully closing a deal and how they approached the process. Look for whether the candidate recognizes their team and anyone who helped them succeed or solely focus on themselves. This is your chance to get a glimpse into what kind of

salesperson they are and whether they're coachable.

### 4 **“What's something you've taught yourself lately?”**

You are looking for people who are hungry for new skills and looking to better themselves. Pay attention to the details and how exactly they went about teaching themselves this particular skill, why, what tools they used, and what were the outcomes.

### 5 **“How do you establish trust with a prospect?”**

One of the most important qualities to look for in a sales rep is their ability to form relationships with prospects and potential customers. Once you've earned a prospect's trust, you will have a much easier time converting them into a longtime customer. Your sales rep having the communication skills and emotional intelligence to establish relationships with prospects is a huge competitive advantage.





# Onboarding Process

You’ve successfully hired talented, coachable, and optimistic sales reps. Success is around the corner, right? Unfortunately, the hardest part is next.

The onboarding process is absolutely fundamental to your new sales rep’s success.

Every company has a different onboarding process, but something every manager should implement is a sales onboarding checklist to make sure nothing falls through the cracks.

Take things slow - such as dedicate each one of these line items to a day of training.

Check off each as you go to stay on track.

## SALES ONBOARDING CHECKLIST

<input checked="" type="checkbox"/>	Orientation
<input checked="" type="checkbox"/>	Company Overview & Core Values
<input checked="" type="checkbox"/>	Sales Team Overview
<input type="checkbox"/>	Sales Principles & Methodology
<input type="checkbox"/>	Product Overview
<input type="checkbox"/>	Industry & Competition
<input type="checkbox"/>	Buyer Personas & Core Customer
<input type="checkbox"/>	Tools and Processes
<input type="checkbox"/>	Dashboard & Task Management
<input type="checkbox"/>	Prospecting and Discovery
<input type="checkbox"/>	Product Demonstrations
<input type="checkbox"/>	Pilot Criteria
<input type="checkbox"/>	Proposals & Order Forms

Another management tip you should never forget is to always provide your new employees with their first week's schedule. Give them a printed copy and a digital copy of their agenda for each day. People feel more comfortable when they know what to expect and can view their day and what it entails. Here's an example of an agenda for orientation ➡

## ORIENTATION: DAY 1

Time	Topic	Description	Instructor
9:00 AM	Arrival	Set up computer, organize desk, meet the team	HR / Manager
10:00 AM	Welcome & Expectations	Welcome and setting of expectations for work together	Manager
11:00 AM	Welcome by HR	HR overview and required paperwork	HR
12:00 PM	Lunch	Lunch with the team	Team
1:00 PM	Message from CEO	Listen to CEO's recorded presentation	On your own
2:00 PM	Cultures & Values	Understand what it means to be an employee at company	HR
3:00 PM	Security Compliance Training	Watch Security Compliance module	Tech
4:00 PM	Review What You Learned	Reflect on what you learned and how you will apply it	On your own
5:00 PM	End of Day Check-In	Discuss what you learned and any questions	Manager

### Here are some additional tips for ensuring the onboarding process goes smoothly:

#### 1 ➡ Send Welcome Email

Send your new employee a welcome email a few days before their first day with instructions on where to park and helpful information for finding the office. This will help ease any first day nerves about getting lost.

#### 2 ➡ Notify Entire Company

Send out a message to the whole company and briefly explain who the new employee is and encourage them to stop by to introduce themselves.

#### 3 ➡ Leave Time for Reflection

Leave some time for reflection and questions at the end of every day for their first couple weeks, this will ensure they leave with a clear head every day and don't leave with unanswered questions or uncertainty.

#### 4 ➡ Provide Tutorials

Provide your new employee with video tutorials or webinars of the product or service they will be selling, that way they can review it on their own as many times as they need.

#### 5 ➡ Explore Features

Give them time to explore the product/service and all of its features themselves first - this will let them learn their own way and then come to you with any questions once they've explored all ends of the product or service.

#### 6 ➡ Provide a FAQ

Provide the new employee with a FAQ of frequently asked questions, and ensure they're comfortable coming to you with any questions that are not on that list.



Leverage Yesware's customizable and shareable templates across your team to use the best performing emails within your sales toolkit. A great way to start your sales reps off is by sharing some best performing templates. You can then view and download your personal and team Template Reports to gain insights and make individual and team adjustments.

[LEARN MORE](#)



## Sales Team Meetings

Sales meetings are necessary for communicating with your sales force. As a manager you need to make sure your meetings are as productive as possible or else they're just a waste of time. Let's discuss some tips for maximizing meeting productivity:

Hold your team meeting on the same day of the week to remain consistent. [Numerous studies](#) indicate that Tuesday afternoon is the best day of the week to hold meetings.

It's common for managers to schedule their team meetings for Monday to start off the week. But author Lynn Taylor states that employees are the most productive on Monday mornings and it's best to not distract them during this time.

Also, people are more likely to be out of the office on Mondays and Fridays so avoid these 2 days for meetings at all costs.

Another tip for holding team meetings is to always have the meeting on every participant's calendar.

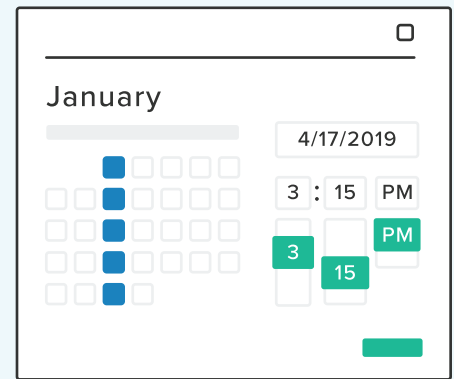
In this invite, include the meeting overview and meeting agenda. Update the agenda at least 24 hours in advance for the next meeting so all participants have time to review it. Here are some tips for your agenda:

### Identify who leads each topic

On your meeting agenda, identify who leads each topic so each employee comes in prepared and ready to lead their portion of the discussion.

### List agenda topics as questions

For agenda topics that aren't assigned to an employee, but need to be addressed, try listing each as a question. This will show that you want to hear employee's input rather than telling them what to do, which helps them feel more involved and willing to speak up.



## Leave time at the end of the meeting for questions and addressing blockers

leaving time for questions help ensure that no employee leaves the meeting confused with unanswered questions.

For maximum meeting productivity, try making a presentation with slides of each topic. Below are some effective slides that lead to more productivity and learning.

## Hold a brainstorm session

Propose a problem or question that lacks a solution or answer. Put a timer on and let each employee write down their ideas, then go around the room and hear what each of them came up with. The more ideas that come up, the more stimulation is increased and before you know it creative ideas are bouncing off the walls. (a)

## Provide visuals

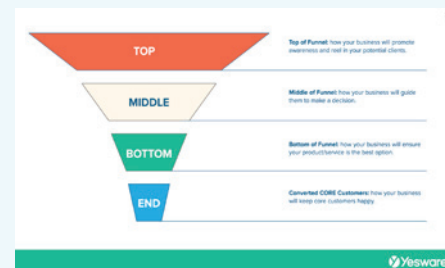
[Studies show](#) that our brain is mainly an image processor, not a word processor. This is because much of our sensory cortex is devoted to vision. The brain retains visuals much easier than words, and they stick in your brain effortlessly. So, providing images and visuals in your meetings can improve comprehension and the ability to accurately retrieve the content. (b)



(a)



(b)



## 1:1 Meetings

One-on-one meetings are essential for growth. These meetings are your opportunity to establish and grow trust with your employees.

We recommend holding your one-on-one meetings weekly for 30 minutes, with every contributor on your team.

Our recommendation for a successful 1:1 meeting is as followed:

## PART 1

### Breaking the Ice

Tuning in: start the meeting with open-ended questions to build rapport that will help unveil their state of mind.

#### Examples:

- ▶ “How are you?”
- ▶ “What’s your day been like so far?”
- ▶ “Get me up to speed, what’s your week been like?”

How you can help: ask for feedback on how you can better support them. When you ask for feedback about yourself, you demonstrate that rep is a partner in the conversation, not a target.

#### Examples:

- ▶ “What roadblocks do you have that I can remove?”
- ▶ “What can I do to help you be successful?”
- ▶ “What else do you need from me to support you?”

## PART 2

### Dig into the data

Your one-on-one meetings are a great time to go over the individual sales rep’s data with them.

Yesware users - you can access all of the data listed below in [Yesware’s Reports & Dashboards for Salesforce](#). This allows you to pull up a graph and display how that sales rep is doing.

Here are the metrics we recommend going over:

- ▶ **Month-to-date sales activities**
- ▶ **Email Engagement Metrics**
- ▶ **Prospect Engagement by Domain**

## PART 3

### Motivate

After everything reviewed in the meeting, your sales rep has a solid list of next steps to take to achieve the desired outcomes. But before you send them off, it can be very effective to end the meeting with motivation. You can do this by:

#### Describe how efforts contribute to the goal

How the rep’s activities contribute to both the team’s goals and the company’s goals. Give them the big picture.

#### Make sure your team has a work-life balance

Close your 1:1s by asking them about their lives outside of work. This helps to ensure that they are not overly stressed with work, gives you an opportunity to find out about personal events that might affect their state of mind at work, as well as strengthens your relationship.

“

I’ve been a Yesware user for 4 months and it has changed the way I work. I’m now seeing 60-80% open rates on my templates! I just got my whole team to join so we can start sharing templates and learning from each other as a team.”

**LAURA HOFFMAN**

Director of Global Accounts at Tastewise.io





# MEASURE

- ➡ Set Goals and Expectations
- ➡ Define What Metrics Are Important to You
- ➡ Implement a Visual Dashboard
- ➡ Reflect and Improve



## Set Goals and Expectations

Before anything else, it's important to clearly define your goals and performance standards to your team so they know what they're working towards.

What is the sales rep's target?  
How many calls should be made per week?

How many meetings should be booked per week?

Make expectations clear from the get-go to avoid any confusion or failing to meet your desired metric goals.

What are you measuring?

It's important to focus on both short-term and long-term goals.

- 1 ➔ **Daily goals**
- 2 ➔ **Weekly goals**
- 3 ➔ **Quarterly goals**

## Define What Metrics Are Important to You

You can't measure everything, you need to decide which metrics matter the most to you and your team. Not every metric matters to everyone - decide which are key to your specific business structure.

Find measurable metrics to track each of your team member's progress that affects sales performance the most. Think: if you saw improvements in these areas, would overall sales performance go up?

There are various types of metrics you could consider, here's a brief overview of some important ones and what they tell you. ➡

### Key Performance Indicators (KPIs)

These measure company-wide performance such as revenue by product/territory/market, market penetration, year-over-year growth, net promoter scores, etc.

### Pipeline Metrics

This indicates pipeline growth and what's working or not working in your sales process. Some key metrics include the average length of the sales cycle, open and closed opportunities, average contract value, sales funnel stages' conversation rate, etc.

### Activity Metrics

These metrics help indicate the activity of your sales team on a daily basis. These metrics include the number of emails sent, number of calls made, number of meetings booked, number of demos made, etc.

### Lead Generation Metrics

These metrics draw light on how well your sales team is prospecting such as average lead response time, percentage of leads followed up/leads dropped/qualified leads, frequency of new opportunities to the pipeline, and more.

### Conversion Metrics

This shows how well your team converts leads into new customers. Such as the percentage of opportunities closed-won, percentage of opportunities lost, and the average number of conversions for won and lost opportunities.







As previously stated, it's impossible to measure everything. So choose what the most important metrics are depending on your particular business and strategy.

When asking our Sales Manager here at Yesware, Ian Adams, what the top 5 most important sales metrics are to him, he said:

- 1 ➤ **Daily activity**
- 2 ➤ **Meetings booked**
- 3 ➤ **Conversion to opportunity**
- 4 ➤ **Conversion to closed-won**
- 5 ➤ **Revenue per rep**

As a sales manager, narrow your focus. Know your top metrics and which are key indicators of both team and business growth. Lock these down and **monitor**.

## Implement a Visual Dashboard

In order to monitor and stay on top of your sales metrics, you need to implement a visual dashboard. This dashboard is a visual representation of your data.

Implementing a visual dashboard puts the power in your hands to see all data pertaining to your own activity, as well as your teams. Visualizing the data in graphs and charts helps you to visualize what is increasing/decreasing and working/not working.

Find a visual dashboard that is clear, concise, data-driven, and customizable.

The steps to creating a sales dashboard normally go something like: determine the metrics you will track, chose a visual dashboard provider, pull data and enter this data into the dashboard, and build reports.

For Yesware users, you have most of these steps taken care of for you.



### Yesware users:

You're automatically syncing activity to Salesforce - so your dashboards are created for you.

Yesware's Salesforce integration allows salespeople to worry less about entering data and focus more on selling. Yesware syncs your email and calendar activity automatically so that you no longer need to manually input your messages into Salesforce. With our activity dashboard - you can compile this data into informative reports to help forecast your sales and keep your pipeline activities accurate.



“

The sales data we get from Yesware is invaluable. It allows us to easily inspect the sales cycle, determining the likelihood and timing of deals closing as well as uncovering specific coaching opportunities.”

**DOMINIC GARABEDIAN**  
VP of Sales at Mimeo

**mimeo**



### Here's an example of what the dashboards look like.



Automatically capture all of your Yesware activity in Salesforce, associate it with the correct contact or lead, and organize that information into custom reporting dashboards for you and your team.

[VIEW YESWARE REPORTING & DASHBOARDS](#)

a Managed Package on the Appexchange

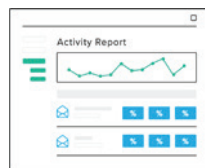
## Reflect and Improve

Now that you have all of the data in front of you - what do you do with it?

Use this data to guide your managing techniques - what you need to focus on, what needs to be discussed in meetings, and how you can coach your team to improve the lacking metrics.

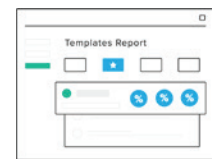
It's essential to stay on top of these metrics and track your progress and current impact. Every quarter, make necessary adjustments to your quarterly sales plan based on the metrics and identify any issues with your current plan.

Based on these metrics, you can make adjustments to your coaching styles and focus on certain areas that are lacking. Ultimately, use these metrics to grow your team and yourself as a manager.



### EMAIL ACTIVITY REPORT

Dig into all of your outbound sales activity – send rates, open rates, reply rates – to better understand where you're succeeding and what to focus on next.



### TEMPLATE REPORT

Understand what's working and what's not with your email Templates so you can drive more business smarter and faster.



For Yesware users, create your visual dashboard with our Managed Package as seen above. Also, use Yesware's Email Activity Reports to see all data pertaining to both your own and your team's tracked email activity. View sent, open, and reply rates for your team and sort by reporting period, team, and metric to help you learn and visualize your team's progress then execute accordingly.

[LEARN MORE](#)

# COACH

- ➡ Teaching vs. Coaching
- ➡ Coaching tips
- ➡ Build trust
- ➡ Motivate Your Team





## Teaching vs. Coaching

Have you ever stepped back and analyzed whether you're teaching or coaching your team?

Teaching is using your own expertise to show your team how to do something and become more knowledgeable in the subject. This is more of a one-way interaction and the change that occurs is because of the teacher.

Coaching is refining the skills that have already been learned - "coaches help people to help themselves." This is more of an ongoing and two-way interaction where you are reinforcing what was learned by implementing, observing, providing feedback, and supporting them to keep this performance consistent over time.

With coaching, it's important to focus on development.

You should be focused on the overall development of your sales reps. As a manager, you want to encourage continued skill development and growth.

All sales managers should naturally take on the role of a sales coach.

The best way to coach your sales reps is by asking questions that draw the knowledge out of them. You serve as a resource by helping them self-discover. Letting the reps learn from their mistakes and ultimately teach themselves through the process will significantly benefit their long-term skill sets and better performance.

This is **developmental coaching**.





## Coaching Tips

Everybody coaches differently, but there's no perfect coach. It's a learning process, just like every other position is. Refreshing new tips and tactics can benefit any sales manager.

Before going about coaching your team, it's important to first understand where your sales reps need the most help, then focus on this area of concern and get helpful feedback and critiques. You can use data to indicate these weak areas.

Another tip for successfully coaching your team is creating scenarios with your sales reps and providing feedback on their performance.

It's never too late to review some recent and up-to-date coaching tips:

- ▶ Always set expectations upfront
- ▶ Ask sales reps questions that stimulate thinking
- ▶ Encourage self-assessment
- ▶ Get to know your team
- ▶ Give team detailed feedback
- ▶ Always identify barriers
- ▶ Don't judge and encourage questions
- ▶ Don't micromanage
- ▶ Reflect on your own coaching

But most importantly - **BUILD TRUST** and **MOTIVATE**.

We'll get into how to do this...

## Build Trust

Trust is the foundation for coaching. In order to coach a team successfully, the sales manager must build trust with the team.

### Harvard Business Review

found that employees in high-trust organizations are more productive, have more energy at work, collaborate better, and stay with their employers longer than people working at low-trust companies.

In a study conducted by Paul J. Zak on [The Neuroscience of Trust](#), he measured levels of oxytocin in the brain - which he refers to as "the trust molecule." The results show that increased oxytocin in the brain reduces the fear of trusting someone.

[In this study](#), he identified management behaviors that foster trust. These behaviors are measurable and can be managed to improve performance.

## Management Behaviors:

### Recognize excellence

[The research](#) indicated that recognition has a large effect on trust. Many psychology studies verify this - recognizing your team members when they succeed can bring you closer to the members of your team and will help to let their guard down to you in return much easier.

### Induce “challenge stress”

Giving your team members a difficult but achievable job to accomplish will ultimately bring you closer. This moderate stress builds up oxytocin and intensifies your team's focus as well as strengthens social connections. Team members work together, and managers guide them through the achievable goal but frequently checking in and adjusting goals as needed. This is reaching at their “need for achievability.”

### Give them discretion in how they do their work

Once your employees have been trained, allow them to execute projects and tasks their own way. Trusting them to figure things out on their own is a big motivator and only helps reciprocate this trust. [Zak states](#): “High-trust companies hold people accountable but without micromanaging them. They treat people like responsible adults.”

### Enable job crafting

When you give your employees the ability to choose which projects they'll work on - they get to focus on what they care about most. This promotes employee satisfaction and higher levels of trust.

### Share information broadly

Having uncertainty about your company only adds to their stress.

[A management study](#) found that workforce engagement improved when supervisors had some form of daily communication with direct reports. Feeling more connected with your company and getting information shared with you promotes a high-trust environment.

### Intentionally build relationships

[A Google study](#) found that managers who express interest in and concern for team members' success and personal well-being ultimately outperform others in both the quality and quantity of their work. Social-bonding can go a long way.

### Facilitate whole-person growth

Harvard Business Review also found that high-trust workplaces help people develop personally as well as professionally. You should not only be growing as a worker but growing as a human being as well. Ask them how they're doing and out-of-work goals are going, reflect, and care about each of them as human beings, not just workers.

### Show vulnerability

The study found that in high-trust workplaces, leaders ask for help from employees rather than just telling them what to do. This stimulates oxytocin - increasing their trust and cooperation. Asking your team members for help shows you engaging everyone to reach goals and trusts your team members to help get you there.

Zak found extremely successful results after testing these behaviors. Building a high-trust company will significantly benefit all of you, and it starts with the managers.

“

Ultimately, you cultivate trust by setting a clear direction, giving people what they need to see it through, and getting out of their way.”

PAUL J. ZAK



## Motivate Your Team

Now that you've gained trust with your team, motivating them will be easier.

### **Know what drives them and always set goals**

In order to motivate someone, you have to know what drives them. The first step you can take to motivate your team is to understand each of their personal and professional goals.

Ask them what their main motivations are in life and how they motivate themselves. Communicate with them and understand their drive, this will only benefit both of you. Get them to speak about it and be self-reflective.

Another way to keep motivation high is to set daily, weekly, and monthly goals - always have them reaching for something, no matter how short-term or long-term the goals are.



## Recognize success

Lastly, showing public recognition is always a big motivator. If you're recognizing their hard work, they're bound to work harder.

[Psychology studies](#) emphasize the power of appreciation and how it affects the brain. Dopamine, also known as the "reward neurotransmitter," is heavily affected by feelings of gratitude. And studies of the brain have found that high levels of dopamine increase your motivation and willingness to work hard.

Did you know that [research indicates](#) that a public display of appreciation can be more motivating than salary? Acknowledge the hard work of your

team and celebrate their success in a way that the whole company sees and recognizes your team.

Some ideas: Send a slack to the company recognizing success, share weekly wins at team meetings, give annual bonuses and awarded trips, award "most valuable player" each quarter.

## Don't punish failure

We're all human and make mistakes.

When someone on your team makes an honest mistake - encourage them to learn from their mistakes and try again, go tackle the next thing on your list with full force. Punishing them only discourages them and leads to lost confidence.

## FINAL THOUGHTS

The key to remember when it comes to sales management is that absolutely no manager is perfect.

How you reflect, improve, and work on adjusting your management style to fit your team and benefit their progress and success the most - is the key to being a successful manager.

Encourage your team to reflect and improve. And the best way of showing them this is to do it yourself.

# Win More Business Now with the Easiest to Use Sales Software

**INSTALLED BY OVER 1 MILLION SALES PROFESSIONALS**

**GET STARTED NOW**

No credit card required.

