



A Values-Based Approach to Sales Leadership

There was a time when sales departments could operate successfully with a group of individual 'lone wolf' sales people operating on their own, with little supervision other than that of a traditional sales manager.

Today, in a world in which customers can find your competition instantly on the internet and 80-90% of the information they need in order to make a buying decision is available before they even begin a sales cycle, it's time for something different. That 'something different' is **sales leadership**, and here's what you can do to make it happen:

1. Sales Management vs. Sales Leadership

Sales Management is primarily concerned with:

- Finding and recruiting sales people
- Assigning territories/accounts
- Planning sales compensation
- Coordination with marketing
- Supervising sales staff
- Often focused on directing performance on an individual basis only

Sales Leadership, on the other hand, is primarily concerned with:

- Establishing/communicating vision
- Team building ("Out of many, one")
- Instilling a customer-centered focus
- Connecting individual effort with the values of the team, customers and company
- Unlocking potential future growth

2. Why focus on sales leadership?

Focusing on sales leadership enables your company to achieve these benefits:

- Aligns sales staff with the goals of the company as a whole
- Team efforts = more closed sales
- Enables leveraging of individual expertise and skills + learning
- Necessary foundation for implementing sales technology such as a CRM system
- Allows the sales department to communicate with one voice
- Strengthens the ability of sales to influence strategic decisions in the company
- Reduces risks and dangers of enabling the 'lone wolf' players

3. Components and Steps for Sales Leadership

The key components in successful sales leadership include:

- Aligning sales teams with customers (values alignment)
- Increasing sales team credibility to customers, and in the marketplace
- Empowering sales teams to provide guidance to the company

Three steps to sales leadership success:

- **Step One:** Have sales team members visit with and interview customers to learn, first-hand, what are important values/needs they possess.
- **Step Two:** Expose non-sales personnel to the sales environment and front-line environment.
- **Step Three:** Provide clear channels for sales team feedback to be given within the company.

**To learn more about Christian sales leadership
strategies for your business, please contact us:**

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