

It's Remarkable How Often A Sales Management Strategy, The
Purpose Of Which Is To Direct A Sales Team's Action

Toward A Desired Outcome, Leads To Just The Opposite: Static
And Confusion. A Sales Manager's Strategy Should Bring

Clarity To The Sales Team; It Should Be A Signpost For Showing
People Where You, As Their Leader, Are Taking Them.

Effective Leaders Best Display Their Effectiveness When They
Get Themselves Into Challenging Situations, For They Always
Seem To Have A Plan To Get Themselves Out.

They Are Able To Do This Because They Have A Well Thought
Out Plan That Involves Anticipating And Planning For Challenges
Before They Occur.

When challenges arrive they can confidently gather their sales team and say, "Look.... this is where we are here's where we have to get here's how difficult it will be ... here's a strategy that will get us there ... and here's what I need each of you to do."

That's Sales Leadership!