

This is a comment I hear from sales managers all the time.

“My salespeople drive me crazy” Guess what? My wife drives me crazy too; my kids at times drive me to drink. We are all driven crazy by someone.

But I believe that salespeople are like your family and you as the sale manager are responsible for their success.

Think about this for a moment.

Hire Time.

When you hired that ‘salesperson’ did you have all the best intentions that he or she would succeed?

Do you remember the actual time in your mind when you made the decision to hire that person? You probably thought “Yes, they are going to do well and be successful.

You were confident that you could put this person in front of your client and they would do well.

The Secret To Success For A Sales Manager.

Your success as a sales manager actually depends on the success of the individual. If you send your salespeople out with a brochure, some material about your company, and no training it reflects on you. Not the salesperson.

Train, Train, Train.

In real estate it’s ‘Location, location, location’ which is the catch phrase. In sales, it’s ‘Train, train, train.’

In my experience of over 25 years of training salespeople, the best companies are the ones that make an ongoing commitment to training continually.

And they have the best results.

What you are trying to do with your training is to give the salesperson the confidence and tools so when they see a problem or issue that a client may have, they can go away and come back and create value for the client.

How Do You Create Value?

I think it is unprofessional for a sales manager to let a salesperson on their team go out unprepared.

You need to have a plan, and you need to teach your salespeople how to do that. If your salesperson is unprepared they do not know to look for opportunities.

One of the biggest challenges for you right now is time.

We all know “I need time to set budgets, time for the General Manager, time for the strategy, time, time, time. You never have enough of it. True?

It’s Not About You?

Guess what, many of you may have it the wrong way around. Another secret, our clients and prospects expect a well-trained, well prepared, confident, value creating salesperson. Simple as that.

Whatever you can do as a sales manager to facilitate that has to come from you.

Good selling.

Whatever career you decide to take in sales, it’s always good to get some help.

That’s why you can get FREE in your inbox every morning for 7 days; [the 7 Day Sale Challenge](#).

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Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his [How to Hire A Super Salesperson Each and Every time](#) - It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!