

Sales Leadership Assessment

Do You Have What it Takes to be a Sales Manager?

There are those who do have the natural ability to improve the performance of their team, one at a time and as a whole. Every once in a while someone gets placed into management only to find out that they really don't enjoy it (or excel) the way they expected.



"You can be a superstar sales rep and not be successful as a Sales Manager. The skill sets should be entirely different."

Greg Reffner, CEO
ABSTRAKT

So You Think You Want to Lead a Sales Team

Sales Leadership isn't for everyone. At some point, Sales Representatives can get tired of the chase, making cold calls, having sales calls analyzed for improvement, being coached by a Sales Manager whose style they don't necessarily think is the most effective. They think they can do better, achieve more. More importantly, they want a new challenge and want to make changes that have a larger impact.

Sales Management takes a lot of leadership and a lot of motivation. It can turn out to be a bad move in your career progression if you don't actually have the attributes necessary for the job. It can also be the perfect fit for a person that not only understands the importance of being a good coach but has the natural characteristics that make up a successful Sales Manager.

On a scale of 1 to 5, rate your score

1. Level of patience when confronted with an issue
2. Ability to coach improved organization
3. Ability to persuade others through positive (or negative) feedback
4. Team loyalty, would reps follow me?
5. Demonstrated past sales success
6. Ability to motivate people based upon their needs, not yours.
7. You are a knowledge expert in your industry
8. Demonstrated track record of success when coaching low performers through mentorship
9. A proven system for helping others maintain accountability
10. Ability to motivate people based upon their needs, not yours
11. You place results above all else
12. Ability to work cross-functionality to ensure everyone wins
13. You are in touch with your EQ and are empathetic to others
14. Ability to focus on the issue at hand
15. Emotional control when faced with challenging situations
16. Ability to clearly articulate your concerns, with appropriate follow up documentation
17. Creative when finding ways to accelerate KPIs
18. Strong understanding of the various sales techniques and strategies deployed today

Yes/No -- (5 for Yes, 1 for No)

19. Do you wait till the last minute to attain goals (are you an 11th-hour person)
20. Do you consistently meet quota?

Your Results

A score of 1-30 - You probably aren't ready for Sales Leadership. Work on yourself and your people skills as it relates to coaching. Start by giving a class on something you're good at (doesn't need to be related to your career), upload a "How To" to YouTube, coach a little league team or an adult intramural team, volunteer at a charity in a position of leadership.

30-60 - You are probably in good shape to consider making the jump. Consider asking 2 people to mentor you. One person should be in your company, the other should be outside of your company. BOTH should have significant management and sales experience. 60-100 - Why are you even reading a blog on management - time to talk less about how to manage and more about how to lead. 100 or more - You broke the rules; now you will have 7 years of bad luck (just kidding... but seriously, how did you get over 100? You are super ready to be a sales leader, but your math could use some help.