



## THE TOP 5 SALES MANAGEMENT MISTAKES

Leaders are agents of positive change. For sales managers, this means establishing credibility as a coach and taking responsibility for the results of your team. If you are serious about becoming a better mentor to your sales team, here are the common mistakes you should avoid:

1. **Manage by Meetings and Group E-mail** – Meetings and e-mails have a place in your leadership arsenal, but the best way to facilitate team change is by improving performance one individual at a time.
2. **Manage Results** – You are correct to believe that managers are responsible for results. Ironically criticizing results is not the path to success. Successful leaders create a playbook which includes an action plan for salespeople. Manage actions and the results will come.
3. **Manage by Opinion** – A manager who criticizes sales presentations, attitude, and closing skills opens up the potential for debate because the quality of these abilities is a matter of opinion, not fact. Superior leaders *first* manage the selling behaviors that are objective, measurable, and create predictable future results. They *second* manage the subjective skills.
4. **Hire Experience** – If you want to fail, just hire the mistakes of others. A job hopper who works three year stints at various companies all selling the same product is not suddenly going to develop new abilities when you hire him (or her). Seek talent rather than experience. You can train talented people, but usually can't change experienced veterans who have a history of mediocrity.
5. **Criticize Salespeople for Losing Sales** – It's so much easier to criticize than coach. Top sales managers coach and mentor first. If you find yourself criticizing salespeople for losing sales, try coaching them to avoid performance mistakes in the future. If you're struggling to figure out how to coach effectively, then sign up for my **[Sales Management Boot Camp](#)** today!

For more information, contact me at your convenience:

Rick Davis  
[rickdavis@buildingleaders.com](mailto:rickdavis@buildingleaders.com)  
[www.buildingleaders.com](http://www.buildingleaders.com)  
Phone: 773-769-4409