

# 5 WAYS YOUR SALES MANAGER IS KILLING PROFITS



# #1: UNDER-SKILLED

- Not everyone can “hit a curveball”
- Sales baby-sitter vs. true sales manager.
- Leakage.



# #2: WOULD RATHER SELL THAN MANAGE

- Super-salespeople promoted to sales manager rarely succeed
- Default mode always wins.
- It may be ok, just don't think you have a sales manager.

# #3: IS NOT A 'SYSTEMS' PERSON

- Sales process makes every salesperson better.
- Super-sales-types don't need a system and they don't understand why anyone else does.
- Systems beat superstars every time.

## #4: LACKS TOOLS

- Expert sales managers bring a toolbox with them
- Without these tools, sales management will never reach its potential

# #5: DOESN'T COACH WELL

- Individual sales coaching can be torture, but it works better than sales training....or anything else.
- Many sales managers don't have the patience to invest in coaching.

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- Includes a customized action plan for you to enhance your sales process, lead generation, and more.
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