

THE MODERN SALES MANAGER: 7 WAYS TO REMAIN INDISPENSABLE

As a sales leader, one surefire way to shine amongst your peers and in the eyes of your superiors is to ensure that you and your team have all of the tools you need to effectively go to market.

While it is pivotal to your success that your team reigns supreme, it is equally important to create, protect and promote your own personal brand in order to ensure that when the time comes to change jobs (or when the heat is on and you are grilled for answers), you have the experience, insight, and tools to set you apart from other colleagues or candidates.

Whether your end game is to maintain a disposable income or to further advance your career, here are seven ways to ensure you become indispensable in this age of metric accountability.

1. Increase the Accuracy of Your Team's Data

As companies grow and expand, sales teams are becoming larger and more dispersed across multiple regions, making it difficult for managers to accurately measure and manage the performance of their teams. As this fundamental shift continues to occur, sales managers need a system that offers visibility into their sales force so they can make informed decisions that will increase performance and overall sales.

Historically, sales managers didn't have on-demand access to data to help manage the performance of their teams. However, due to recent technological advancements and the rise of big data, managers now have the ability to look at their team's KPIs (call attempts, connects, length of calls, etc.) so that they can take action when necessary and set benchmarks for top performers accordingly.

What's best is that because all of this data is automatically captured, the margin of error is significantly decreased. Being able to capture these metrics not only helps the modern sales manager effectively stay on top of their team, but it shows superiors that he/she takes initiative and strives to maintain costs while fostering a productive selling environment.

2. Foster ROI on Marketing Investments

If a sales manager can demonstrate consistent follow-up on marketing campaign investments, do you think they'll be more valuable? By having insight into appointments set or frequency of calls made to leads, the data-driven sales manager can determine whether a missed goal has to do with a need for more spending, greater lead quality, or messaging issues, instead of needlessly falling on the sword.

Speaking of investments, consider the investment made in CRM data, while this data is known to be less than 60% accurate. Unless there is a tool utilized to automate input, a manager is stuck making a lot of assumptions. If a manager could rely on CRM data, correlations could be made between call attempts made and opportunities set. Once the modern sales manager is armed with accurate call activity records, they can standardize calling best practices where they've historically had success in order to optimize revenue potential.

The manager will also benefit from accurate reporting and be able to forecast with confidence. The data-enlightened sales leader brings value when they can ensure that a campaign is followed-up with a proven, monitored and measurable routine.

3. Demonstrate Fast Decision Making

The modern sales manager knows how to increase his or her team's bottom line while cutting losses (from an internal standpoint) by eliminating underperformers who may not have been the best fit from the get-go. By creating a proven, standards-based training program, sales managers can increase the probability of rep success and can more quickly identify problem areas. The cost to hire and train a new rep is roughly \$27,000, but with in-depth visibility into individual rep



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performance from day one, sales leaders can reduce the risk of that gamble. Armed with objective data, the modern sales manager will know when to intervene—and with whom—in order to fix problems and reward good behavior. This ability to eliminate risk will convey to upper management that a sales manager is doing all that they can to increase sales while keeping churn costs at bay.

4. Grow Your Team with the Right Talent

Using objective data enables the modern sales manager to set realistic benchmarks, which can help to alleviate potential rep frustration and in turn keep top performers around longer. Even if a sales team is missing goals, sales intelligence insight will convey to executive management that the modern sales manager is on top of their game.

There may be things beyond a sales manager's control, like product flaws, competitive positioning, or pricing problems, but having the ability to produce sales activity and benchmark data proves to executive management that this person has done everything in their power to optimize sales performance.

5. Execute a Gamification Strategy Enabled by Data

One of the greatest ways to empower a sales team is to drive healthy competition between team members. The ability to scan team members on a 'leadership board' enables the modern sales manager to see their top performers across multiple KPIs at the office, regional, and company level. From this data, consistent trends of high performers can be revealed. These high performers can be selected based on total calls made, total contacts made, total appointments made per contact, and frequency of lead follow up.

Having the benefit of sales intelligence data, a sales leader has a clear picture of who on their team is outperforming who – shown by day, week, month, quarter, and year. Moreover, the highlights of this captured data can further be used for gamification incentives or reporting leverage to show actual numbers and accomplishments (increased contacts, number of appointments set, etc.) over a given period of time.

6. Be Quick to Change When the Numbers Say So

Naturally, it is important that the sales manager adapts to what the data is telling them. Is there anything that should be changed in the future? This fundamental need for change shouldn't be subject to one's own personal opinions, it should listen to the data at hand—numbers don't lie. Do you need another hire, do you need more leads, or is the messaging simply not working?

After a sales manager has interpreted these valuable insights, questions and concerns can be taken up with executive management. This behavior will prove to stake holders that this sales manager is doing all that they can to contribute to the bottom line, and will quickly make any necessary changes to their team's operation in the process. The ability to pinpoint which procedures are no longer working translates to a forward-thinking, accountable manager that businesses desire.

7. Innovate

The modern sales leader brings new ideas to the table - new ways of selling, new script changes, or process changes that shrink the sales cycle. Having the benefit of accurate data, the sales leader can detect areas to innovate based on results.

For example, what if your reps started asking a simple question on sales calls such as, "Do you think you'll be buying a solution in the next 6 months?" - and setting a disposition through a keypad stroke that indicates a follow-up to that prospect, with a future campaign targeted to those that responded positively?

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Or, what would happen if you instituted click-to-dial technology into your CRM platform, and reps could dial through lists faster and automatically log follow up information so they wouldn't waste time doing it themselves?

As analytics permeates through everything and continues to become exceedingly necessary, the data-driven sales leader puts him or herself in the best position for success. What new policies, procedures, or technology are you going to implement in 2020 to empower your team and make yourself indispensable?

ABOUT GRYPHON

For more than 20 years, Gryphon Networks has been a pioneer and innovator in sales acceleration technology integrating powerful sales tools with its own high-performance communication network to provide automation and visibility into key sales performance analytics. The Gryphon ONE platform delivers actionable insights to drive sales effectiveness helping clients grow revenue faster.



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