

ROLE OF A SALES MANAGER

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Introduction

A sales manager is an individual who is responsible for coaching and leading the team of sales personnel. He is the best man to guide the team members and tell them about the task in the sales sector. It is the sales manager's task in assigning the sales territories and telling them more about the job specifications. The manager will help in setting the quotas and monitoring the candidates of the sales team (Kalyani and Saravanan, 2020). He is the person to assist in training and hiring people for the interest of the company and the sales process. In the larger companies, the sales plans and quotas are correctly set mainly at the executive level. It is the manager's responsibility to see that things are happening fair within the sales territory.

Role play as sales manager

The sales managers manage from the specific department in the transferring of the apposite sales responsibilities. The majority of the top of the level salespeople will perform well to get promoted to the managerial position (Jackowicz, 2020). They have the right training and experience in management, which they pass on to the next generation sales executives. It is just like passing over the skills for the betterment in sales and production. The managers are aware of the necessity of the skills in the sales sphere with the best requisites.

The salesperson must be better communicative in the sphere. The manager should have the best understanding of the sales plan, and he must be able to explain thing correctly to the members based on the target and the necessities in time. Items should be well communicated at the sales level with the greater participation of the sales team. In case there is an issue, the manager should be able to explain things with the best of analogies. The sales manager should be the right person to boost the sales team and appreciate their work in terms of success and augmentation in sales the right way.

In case there is an issue in the sales sphere, the manager should know how to fix things in style. The individual will support the team in the four primary ways. The sales manager can be the sole entrepreneur trying to make things happen with the best possible ever (Kayumovich, 2020). The sales manager, along with the team works for a huge corporation. In case there is a single loophole in the group, the rest of the members will not be able to perform at their best. In the case, it is the manager's responsibility to detect the fault in time and look for the necessary remedy.

He is the best person to think of improvising things within the sales zone. He presents with the best of caliber in making people work for the specific cause of sales and perfection in promoting things to the local customers (Kekane, 2020). He is part of the operations that provide with the day to day structuring of the

sales process. The manager will also arrange for weekly meetings and daily call log schedules. He will also introduce contracts and forms mainly for the sales quotas and the sales goals for the betterment in the business category.

Skills required

The sales manager should have the specific skills for the best management of sales and production.

Meeting sales goals – The manager must have the ability to meet with the various sales goals. The targets are set and he should instruct the team to work according to the specific (De Keyser et. al. 2020) demarcations. The goals are intangible and they are necessary in making the business and production perfect and achievable.

Negotiation – The sales manager should have the ability of correct negotiation. He should sit with the team members and discuss strategies of how best to negotiate with the customers. Negotiation refers to interacting with the clients with the best solving of the issues. The mode of interaction should be fair and perfect for the overall profit of the organization and satisfaction of the clients.

Sell to Customer Needs – The sales manager must be able to sell things based on the requirement of the customers. The selling techniques should match with the selling items and rest of the specifications. Selling a service or an item is a thing of skill and motivation. It should be according to the need of the sales process and methodology.

Motivation – The sales manager is the person with the correct motivation of sales progress and benefits. He should have the best mentality and motive to sell things following the correct procedure (Belousova and Mochalova, 2020). The manager must have the ability to motivate the buyers and have the right knowledge in the genre. It is not easy to motivate the buyers and the sales manager is responsible for the job.

Sales Planning – It is the skill of the sales manager to do the correct sales planning. He should plan the sales process accordingly with all the possibilities and methods. To do sales involves planning and settlement with the essential requisites in time. With proper sales planning it becomes easy for the manager and the rest of the team members to have an easy reach to the clients systematically.

Build Relationships – It is the perfect aim and talent of the sales manager to coordinate and build relationships within the team members (Molnár and Jáki, 2020). He also uses perfect strategies in creating a steady relationship with the clients. It is a long standing connection with the clients to help the managers prefer the affiliation for years.

Coaching – Not all the members in the sales team are aware of the job process. They need correct guidance from the sales manager to shine in the sphere. With proper guidance and training the members of the team become aware of the sales process so that they can show their best of caliber in selling things to the concerned customers.

Manage Processes – It is not easy for a sales manager to handle the sales procedures with the best mind ever. He will develop the skill over the time in managing the several sales processes to cause perfect sales augmentation (Murphy and Anderson, 2020). It is right to manage the sales methods to have the best handling of the various business transactions.

Market Knowledge – It is ideal for the sales manager to have a perfect idea of the current market in the specific genre. Once the manager acquires knowledge in the specific field he can manage customers and the sales team with best of efficiency. Market knowledge will also help the manager to improvise on the goods and services with right endeavor.

Develop Budgets – It is the task of the sales manager in developing the budget based on sales statistics. Augmenting the sales process is always the right way to make things happen within the specific budget constraints (Isenhour, 2020). Developing the expenditure cycle is necessary in making sales happen within the specific monetary limitations.

Staffing – It lies with the decision of the sales manager regarding the candidates to appoint as part of the effective sales team. He will interview the candidates to make sure who are eligible to meet with the sales target and cause development in the production process. The right staffs can really make the process workable as part of the complete sales strategy.

Forecasting Sales Results – The sales manager is the right person to help forecast the sales results to set an example for the team members have an idea regarding the sales limitation and targets (Isenhour, 2020). In the forecasting the sales results the manager follows specific tactics to help manage the sales graph.

Communication – The sales manager has the perfect sense of communication. He must interact well with the members of the team to plan the sales process effectively. With perfect communication, the manager can set things accordingly and can understand the minds of the clients to perfect augmentation in sales.

Organization – The sales manager is part of the organization to make things possible for an augmentation in the company methods and goals (Kekane, 2020). It is the top priority of the manager to help promote the sales organization with the best of benefits. It is the nature of the organization to have the best sales manager with talent to help promote processes with dedication.

Recruiting and Hiring – The sales manager is the person to recruit people within the organization. He is the head of the hiring process to make things possible within the work culture. The manager will conduct interview to signify the best staffs for the sales purpose.

Strengths in me

There are various strengths in case of the sales manager. Here is the list of the inherent qualities in the individual to put him on top of the working procedure.

Passion – The sales manager should have the passion to do his job with utmost sincerity. It is the inherent quality the manager should have and it cannot be taught or explained (Sharma et. al. 2020). The passionate manager knows his skills well and can execute jobs with the best of sincerity.

Integrity – The sales manager should have the sense of integrity to show at the workplace. He should be honest and dedicated in his job trying to do things with utmost personality and sense of respect.

Positive Attitude – The manager should be positive about business matters and also regarding sales issues (Sinha, 2020). This will give him confidence to execute tasks with utmost sincerity. A positive manager will always keep up with the good job with the set of specialties and positive traits.

Coaching – A good sales manager is a competent coach to help make things possible with all guidance and level of personal attention. He should be the best coach to guide the rest of the team members in the proper execution of the job of sales on field and in the rest of genres.

Leadership by Example – A good manager is a competent leader in the field with best of traits and possibilities (Farzad, 2020). As a leader he will manage the team with exemplary caliber and good qualities as a leader of substance.

Loyalty – It is important for the sales manager to be loyal in his job. He must not leak out his sale secrets and must manage things internally with perfect tactics. The loyal factor of the sales person puts on top of the charters.

Skills gap in me

There can be several skill gaps in case of the sales manager. He is the person to deal things with tough hands but the weaknesses can make him feel the pressure at times.

Money Weakness – The sales manager should not have weakness for money. Too much money minded can make the manager lose sales cases.

Budget Directness – It is not proper for the sales manager to be strictly within budget. Extremely budget minded can make the individual lose cases and there can be failure in career.

Non Supportive by Cycle – It is not right for the sales manager to be non-supportive in nature. If he cannot lend the best support then the team will come to a halt.

Self Limiting – It is not proper for the sales manager to be self limiting. Having self limitations can make the manager faultier in his task and in the case he may suffer from unnecessary inhibitions.

Too Trusting – It is not right for the sales manager have too much trust on others. A sale is a deceptive genre where the manager has to keep things to himself and not trust people blindly.

Fear of Rejection – It is not proper for a sales manager to have fear of rejection. In case he is not winning to face clients and challenges in life then a back step can be adverse for him.

Employment goals

The perfect objective of a sales manager is to meet with the company revenue targets through the involvement of the sales representatives (KARAKOÇ, 2020). In other words he can harness the power of the direct sales reports and drive the sales force productively. It is the employment aim and goal of the manager to extract the best results from the employees.

Personal action plan/development plan

Skill Gaps	Reasons	Scope of Improvement	Time Taken
Budget Directness	The reason of being budget specific is the intention of having more profit in business.	To get the right budget idea it is important to work on the aspect and make calculations appositely.	The improvisation can happen within one week.
Non-supportive by cycle	Sales managers who are wrongly ambitious will not like supporting others in the field.	To get over the tendency a one to one interaction is necessary in the process.	The improvisation will take time and at least one month.

Fear of Rejection	The manager is afraid of being rejected only when he lacks self confidence.	Confidence is something that develops with time and practice. The manager should interact more with people to have the best impact in sales.	Gaining confidence can take more than one month.
Too trusting	It is the personal trait of the sales manager to have complete trust on people without reason.	It is best to have trust on others but it should not be something foolish. It is perfect for the manager to be judgmental before taking decisions.	This is something the manager will learn with time and practice.

Conclusion

It is perfect for the sales manager to have perfect sales value to take the company to the top of the list. The person must be precise in his thoughts and actions to cause revolution in the work arena. His strong personality will make people believe in him (Luu, 2020). Thus, to be a talented sales manager it is perfect to have the right sense of confidence along with the rest of the qualities.

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