

# How to Manage, Coach and Evaluate Your Sales Team?



Here are some ways that you can manage, coach, and evaluate your sales team



## 1. One-on-One Coaching

Regular 1-2-1 coaching is integral to help your team in becoming more productive, confident, and skilled at sales.

Companies who provide solid coaching to their team see a

# 16.7%

growth in their annual revenue.

**Sources**

1. <https://www.forbes.com/sites/scottedinger/2013/06/25/how-great-sales-leaders-coach/#7b2473105b>

2. <https://blog.hubspot.com/sales/surprising-stats-about-sales-rep-performance-slideshare>

3. <https://www.mtdsalestraining.com/mtdblog/7-ways-to-coach-mentor-your-sales-team.html>

## 2. Encourage Continuous Learning

Start your salespeople off on the right foot with comprehensive sales training. This ensures that you avoid many common problems such as lack of product training and sales processes. Importantly, a study by Harvard Business Review found that

# 87%

of what people learn in a live training is forgotten in a mere 30 days. Therefore, a continuous learning approach is very important.



## 3. Align sales actions with sales goals

Efficiently Managing the actions and activities of your sales team will be key to achieving your sales goals.

## 4. Coach by asking, not telling

Ask questions, let people find the answers by themselves, but also teach them from your previous experience when necessary.



## 5. Drive Team Competition

If you are looking for a powerful sales management strategy to boost your team, creating a team competition is a great idea. For example, offering an extra bonus for the sales rep who hits 30 contracts within a calendar month.

## 6. Define a clear goal

Whether you want to improve customer service, increase sales volume, or simply survive a seasonal slump, you must first clearly communicate the objective of your team competition to your sales team.



## 7. Measure and track progress

The only way to determine if your sales training program is a success is by tracking and measuring the results.

## 8. Reward achievements

Telling your salespeople when they are doing well will give them great confidence.



## 9. Analyze how your coaching and mentoring is affecting your team members

You need to measure results and determine what impact your coaching is having on the team. Don't assume that just talking to them at sales meetings is going to have a beneficial effect. Too often, sales managers think that just passing on information or experience is enough to inspire their team. As Sales Manager and Coach, you must look at statistics and information that will allow you to understand the progress of your team.



**Sources:**

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