

THE FORCE MULTIPLIER IN YOUR ORGANIZATION

Your Frontline Sales Managers are the force multipliers for driving the desired impact of all your investments. However, the deepest and most comprehensive study on frontline sales managers shows that there is a huge variation in the performance of sales managers—and that 75% of sales managers struggle to meet basic targets.

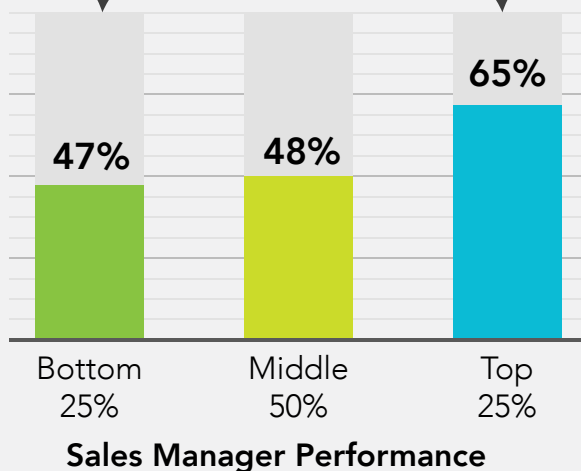
ONE BAD MANAGER CAN COST YOUR TEAM \$3.5 MILLION

Only 25% of Managers Are Effective



39% Revenue Difference Between Top and Bottom

% of reps making quota

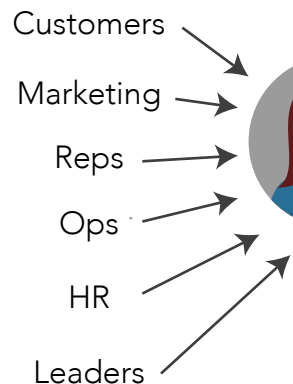


Sales Manager Performance

Data from Crushing Quota

CAN WE BLAME THEM?

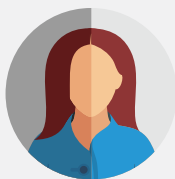
Time Divided Between:



Unclear how to use models in day to day

- Coaching Companion #1
- General
- Coaching Companion #2
- Leadership

The Root Cause



9.8 YEARS is the average tenure of a sales manager

Assumption is they must know what they're doing.



3.5M per manager!

WHAT IMPACTS YOUR QUOTA TODAY?

What, When and How to Coach



Establish a Common Language



Operationalize Effective Coaching



Focus on High-Impact Activities



Understand Seller Agility



24% GREATER INFLUENCE ON REPS HITTING QUOTA

Your Path to Sales Manager Effectiveness

Prioritize effort on high-impact activities



Formalize high-impact activity coaching

Sales Activities Drive Organizational Health



Assess and course correct