

DEVELOPING SALES MANAGERS

Activating Sales Performance Through Learning

THE SURVEY

168 learning and sales leaders completed the survey 

SALES MANAGERS' RESPONSIBILITIES



manage and develop representatives and meet team revenue goals

#1

recruiting channel for sales managers is internal promotion within Sales

What do organizations look for when promoting representatives to sales managers?



71%
customer/market knowledge



65%
top sales performers



34%
some management experience

SALES MANAGERS' EXPERTISE

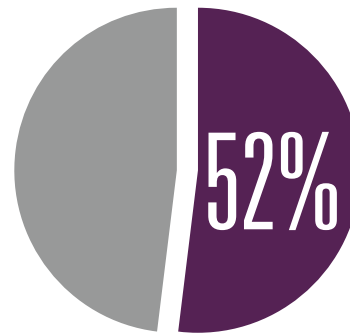
62% creating and closing opportunities

34% managing

32% coaching



FOCUS TRAINING



of organizations DO NOT have training targeted at new Sales Managers

ROLE OF LEARNING



10%
of sales training hours are for sales management



3%
of sales training hours are for coaching

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