

The Sales Management Trap

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Non-Management Duties	Other Management Tasks	Human Resource Development	Strategic Market Planning
<input type="checkbox"/> Maintain status as top biller	<input type="checkbox"/> Sales support	<input type="checkbox"/> Staffing	<input type="checkbox"/> Strategic planning
<input type="checkbox"/> Handle own account list	<input type="checkbox"/> Account list mgt.	<input type="checkbox"/> Training	<input type="checkbox"/> Market analysis
<input type="checkbox"/> Handle regional accounts	<input type="checkbox"/> Monitor sales	<input type="checkbox"/> Coaching/counseling	<input type="checkbox"/> Customer analysis
<input type="checkbox"/> Handle national accounts	<input type="checkbox"/> Conduct sales mtgs.	<input type="checkbox"/> Developing salespeople	<input type="checkbox"/> Competitive analysis
<input type="checkbox"/> Handle national accounts	<input type="checkbox"/> Firefighting	<input type="checkbox"/> Motivation	<input type="checkbox"/> Cost analysis
<input type="checkbox"/> Handle national accounts	<input type="checkbox"/> Handle complaints	<input type="checkbox"/> Communicate	<input type="checkbox"/> Profit management
<input type="checkbox"/> Handle national accounts	<input type="checkbox"/> Communicate w/mgt.	<input type="checkbox"/> Mentoring	<input type="checkbox"/> Forecast sales
<input type="checkbox"/> Handle national accounts	<input type="checkbox"/> Sales force compensation	<input type="checkbox"/> Recruiting	<input type="checkbox"/> Prepare budget
<input type="checkbox"/> Handle national accounts	<input type="checkbox"/> Inventory mgt		<input type="checkbox"/> Set objectives