

The Sales Management Trap

1	2	3	4
Non-Management Duties <ul style="list-style-type: none"> <input type="checkbox"/> Maintain status as top biller <input type="checkbox"/> Handle own account list <input type="checkbox"/> Handle regional accounts <input type="checkbox"/> Handle national accounts 	Other Management Tasks <ul style="list-style-type: none"> <input type="checkbox"/> Sales support <input type="checkbox"/> Account list mgt. <input type="checkbox"/> Monitor sales <input type="checkbox"/> Conduct sales mtgs. <input type="checkbox"/> Firefighting <input type="checkbox"/> Handle complaints <input type="checkbox"/> Communicate w/mgt. <input type="checkbox"/> Sales force compensation <input type="checkbox"/> Inventory mgt 	Human Resource Development <ul style="list-style-type: none"> <input type="checkbox"/> Staffing <input type="checkbox"/> Training <input type="checkbox"/> Coaching/counseling <input type="checkbox"/> Developing salespeople <input type="checkbox"/> Motivation <input type="checkbox"/> Communicate <input type="checkbox"/> Mentoring <input type="checkbox"/> Recruiting 	Strategic Market Planning <ul style="list-style-type: none"> <input type="checkbox"/> Strategic planning <input type="checkbox"/> Market analysis <input type="checkbox"/> Customer analysis <input type="checkbox"/> Competitive analysis <input type="checkbox"/> Cost analysis <input type="checkbox"/> Profit management <input type="checkbox"/> Forecast sales <input type="checkbox"/> Prepare budget <input type="checkbox"/> Set objectives

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