

Sales managers are the conductors of a company's revenue engine. They create and nurture high performance sales teams, and lead them to generate hit revenue forecasts and meet customer needs.

To understand the responsibilities of a sales manager, it's just important to understand their position in the organisation and the intangible roles and characteristics they embody.

In the article, we'll discuss the high-level importance of a sales manager, also called a first-line manager or FLM, and then get specific by providing a complete list of typical sales manager activities and duties.

Value of a Sales manager:

To understand the value a sales manager brings to their company ask: Is it more important to have an excellent sales manager and average salespeople, or to have excellent salespeople under an average manager.

Average managers bring their sales representatives down to their level, whereas the best sales managers bring excellence to all their territories. A great manager who inherits average salespeople know how to coach, advise, motivate, or replace reps until they have created a high performance sales force.