

→ Sales managers are the
conducts at a company
revenue engine. They create
and nurture high performance
sales teams, and load
them to generate high
revenue, protect and meet
customer needs.

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

In the article we'll discuss
the high level importance
of a sales manager,
also called a sales
manager of FLM, and
then get specific by
providing a complete list
of typical sales manager
112

Under of a sales
managers

To understand and the value
a sales manager
brings. To their (compared
with is it more important
to have an excellent
sales manager and average
sales people, or to
have excellent sales
people under an average
manager.

Average managers bring
sales representatives down
to their level, whereas
the best sales
managers bring excellent
to all their territories.
A great manager who
inherits average sales
people know how to
can advise, motivate