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KEY ROLES of the Best Sales Managers

Organizations want sales teams that:

- Meet challenging goals
- Have high win rates
- Achieve strong pricing

Based on a RAIN Group Center for Sales Research study of more than 1,000 sellers and sales managers, we know what Top-Performing Sales Managers do to inspire and achieve this in their sales teams.

Success can be summed up in 3 words: **rhythm**, conversations, and roles. Top Performers have a consistent rhythm of interactions with their teams, are skilled at leading **conversations** to drive top performance, and excel in 10 specific **roles**.

Who Are Top-Performing Sales Managers?

- ★ 75%+ sellers on their teams meet annual goal
- ★ Goals are extremely / very / challenging
- ★ Win rate on proposed sales is > 50%
- ★ Achieve premium pricing in line with value provided

RHYTHM

59% 

of Top-Performing Sellers and Teams receive a regular ongoing schedule or rhythm of coaching compared to The Rest (39%).

A regular rhythm of coaching is positively correlated with higher average skill ratings in each of the 12 categories of selling skills we studied:

- Relationships
- Needs Discovery
- Conversations and Communication
- Solution Crafting
- Value Case Making
- Advancing the Sale
- Productivity
- Negotiating
- Prospecting
- Account Management
- Virtual Selling

CONVERSATIONS

Top Performers are **40% MORE LIKELY**

to be skilled at leading valuable coaching meetings.

TYPES OF COACHING:

- Deal Coaching
- Skill and Development Coaching
- Solving Problems and Challenges
- Action Planning
- Accountability Check Ins
- In-field Coaching
- 1-on-1 Meetings
- Strategic Coaching
- Motivational Coaching

ROLES

The 10 roles are all statistically validated as 10 critical areas where Top-Performing Sales Managers excel versus other managers.

MOTIVATION

#1 skill of Top Performers

1

Top Performers are **71% MORE LIKELY** to be effective at motivating sellers for high productivity and performance



FOCUS AND ACTION PLANNING

Top Performers are **1.4X MORE LIKELY** likely to excel at helping sellers build meaningful goal and action plans

2

37% Top Performers

26% The Rest



COACHING ROLES

As a coach, your job is to help sellers win and drive results on a daily basis. Coaching is collaborative, meaning you and your sellers will work together to determine topics, cadence, and KPIs.

EXECUTION AND PRODUCTIVITY

Top-Performing Sales Managers are significantly more likely to be highly rated across all 9 major productivity areas studied, including:

- 1 Gets the most done in the time available
- 2 Sustains energy for long periods of time
- 3 Focuses on their own agenda

3

ADVISING AND FACILITATING

Top Performers are more likely to excel at coaching sellers to:

- Lead great sales conversations (52%)
- Win sales opportunities (45%)
- Grow accounts (47%)
- Solve problems and challenges (34%)

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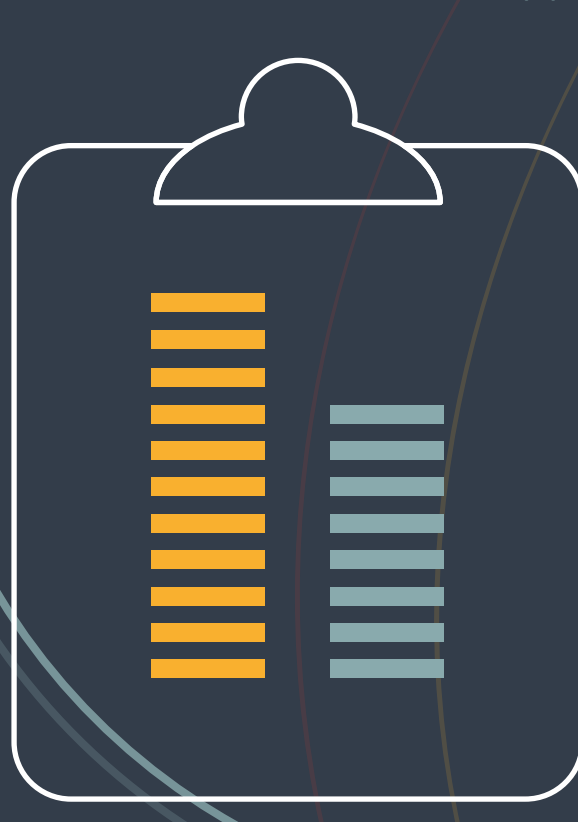
DEVELOPMENT

41% Top Performers

30% The Rest

Excel at coaching sellers to build sales skills

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PERFORMANCE MANAGEMENT

Top-Performing Sellers are

83% MORE LIKELY

to rate their sales manager extremely/very effective at helping them achieve strong performance

6



PIPELINE AND FORECASTING

Top Performers are

52% MORE LIKELY

to excel at planning and analyzing how sellers should manage their pipelines

7



MANAGEMENT ROLES

As a manager, you organize, execute, and monitor areas to drive performance. Sellers affect your vision and approach, but you're wholly accountable for success.

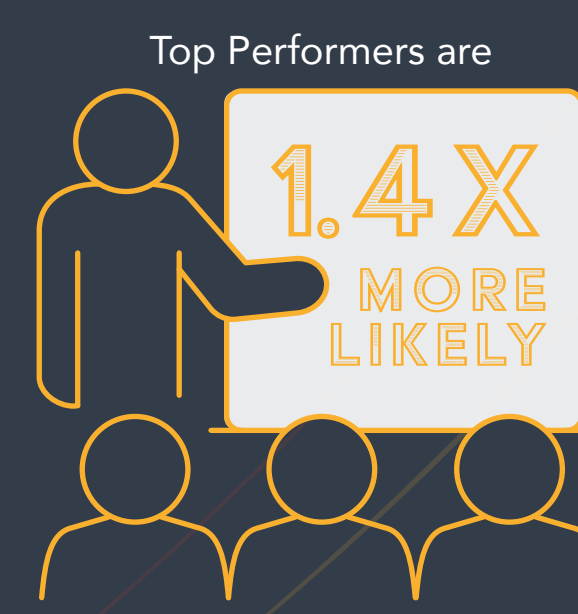
MEETING LEADERSHIP

Top Performers are

1.4X MORE LIKELY

to strongly agree their manager leads valuable sales team meetings

8



TERRITORY PLANNING

Top Performers are

52% MORE LIKELY

to excel at planning and analyzing how sellers should manage their territories

9



TALENT MANAGEMENT

Top Performers are **1.4X MORE LIKELY** to excel at hiring sellers who become Top Performers

36% Top Performers

25% The Rest

10



Without effective training, regular coaching, and effective managers, **93% of sellers fail to become top performers.**

Sales managers hold the keys to unlocking sales performance. RAIN Sales Coaching training gives your leaders the skills to lead remarkable sales team meetings, help sellers consistently exceed sales targets, and coach to top performance.

LEARN MORE