

Regardless of your industry, as a manager you are in the **PEOPLE** business.



## STOP Doing These:

- Making regular sales calls
- Creating daily call strategies
- Competing with team members
- Preparing quotes and orders
- Researching products, customers, industries

## START Doing These:

- Meet with everyone on team regularly
- Regular call coaching
- Delegate work
- Hold people accountable
- Use reporting to manage performance

YOUNG MANAGER	DEVELOPING MANAGER	TENURED MANAGER
Keeps reps focused on hitting activity target (e.g., dials or talk time)	Keeps the focus on achieving quota	Focuses reps on hitting early KPIs (key performance indicators)
Takes over a sales call for the rep	Coaches the rep during the sales call	Coaches the rep after the sales call
Creates fear	Creates stars	Creates a culture
Always available to answer rep questions right away	Has a backup in place to help when they're unavailable	Has a management system in place including regular meetings with every rep

### Pro-Tip #1

The move to management is a move from **managing yourself to managing others.**

### Pro-Tip #2

What makes a **GREAT** boss is how we interact with and develop our people.