

The Industrial Gas Sales Leader Checklist

<p>Introduction</p>	<ul style="list-style-type: none"> • Today’s successful sales managers are supervisors and coaches for improving the performance of their people ➤ The results are motivated and productive salespeople who accept challenges and take initiatives. This leads to continuous company performance.
<p>Build Market Information</p>	<ul style="list-style-type: none"> • Understand and Communicate the Vision of Your Company • Communicate the Strategic Goals of Your Company • Validate the Market Position of Your Company
<p>Develop Sales Leader Criteria</p>	<ul style="list-style-type: none"> • Understand What Your Salespeople Do • Getting the Best Out of Your Salespeople • Setting the Coaching and Measurement Criteria
<p>Develop Sales Leader Systems</p>	<ul style="list-style-type: none"> • Setup and Use a Sales Leader System (Customer, Competitor, Prospect Database) • Create and Apply a Sales Reporting System • Build and Review the Sales Automation System
<p>Getting Started Business Success</p>	<ul style="list-style-type: none"> ✓ Create an Individual Forecast System ✓ Manage the Sales Leader Process <ul style="list-style-type: none"> ○ Visit Planning ○ Performance Monitoring ○ Performance Management ○ Training and Coaching ○ Compensation and Development System ○ Review Plan and Restart the Cycle
<p>RapidKnowHow offers strategic sales leader programs and executive coaching that will make you succeed</p>	