mindtickle

e-Book

Making Sales Managers Lives Easier, One Day at a Time

6 sales hacks to maximize the potential of each seller

Introduction

Front-line sales managers are dealt a difficult hand: They are the key players in the success of their territories, yet often get bogged down in managing team dynamics and one-off requests. They've got their own set of goals — plus those of their team members — to stay on top of and, if all goes according to plan, achieve.

They must make sure their reps have the content and training they need to be successful. They need to track performance on an individual and team level to identify wins and areas for improvement. They've got to ensure their initiatives funnel into larger business objectives while dealing with the day-to-day needs of their teams.

To make a long story short, a front-line sales manager has a lot on their plate. And, unfortunately, all too often, the challenge of juggling it all can trickle down to the reps they manage — and productivity and performance take a hit.

With the right approach and supporting tools, front-line managers can solve these challenges and regain control over their schedules and workloads to have a greater impact.

In this guide, we will highlight the common obstacles sales managers face, and how they can overcome them with sales hacks that can be accomplished with the help of Mindtickle.

#1

Challenge

Effective sales coaching

Of all the tasks on a sales manager's to-do list, one-on-one coaching often ends up as a low priority. When managers are able to sit down with reps, these sessions are all too often focused on reviewing the rep's current open deals. While deal reviews and coaching is important, these often supercede skill coaching, leading to little or no impact on the rep's long-term skill development and performance improvement.

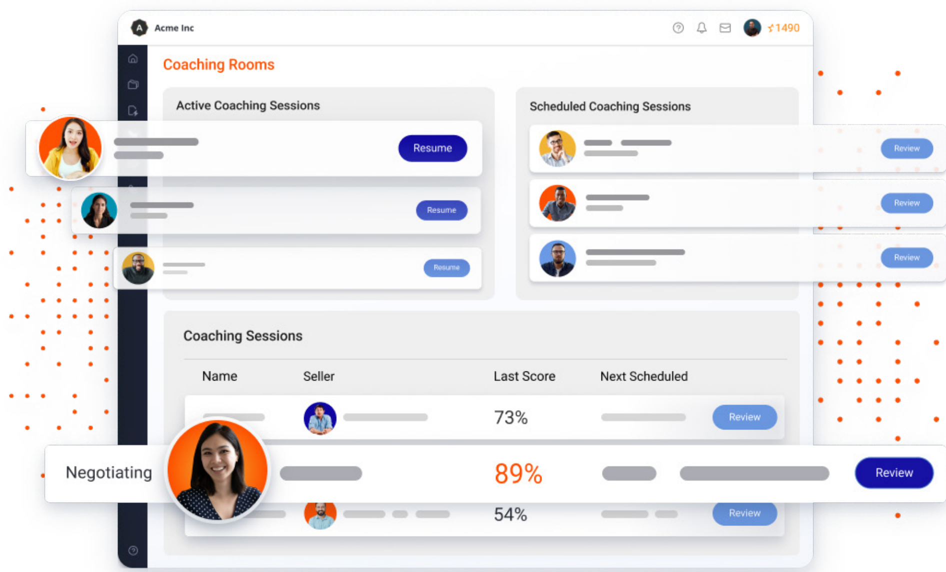
It's been proven that a formal coaching approach results in higher win rates, yet about a quarter (23%) of sales managers spend fewer than 30 minutes individually coaching reps each week. And with more sellers working from home, getting one-on-one time with managers has become even more difficult; 38% of sales reps say they've received less coaching since moving to remote work.

Sales Hack

Optimized coaching with Coaching Rooms

Sales coaching is the only true way to change seller behaviors in the field, so front-line sales managers can't afford to sacrifice it for the sake of time. What you can do is implement a system that combines deal and skill coaching in a single location with the insights managers need to reduce their time investment. In addition to discussing deals and skills, managers and reps should work together to develop an agenda and action items for every session to keep the conversation on track and follow up on progress from past sessions.

With managers' limited time in mind, encourage reps to practice self- and peer-to-peer coaching to evaluate their own (and each other's) performance. Encourage your team to share with each other for feedback on winning call moments and times where they struggled. Mindtickle's new Coaching Rooms are the first coaching tool created for front-line managers to bring together deal and skill coaching, giving them the insights they need to personalize coaching so reps win more now and in the future.



#2 Challenge

Call visibility

With effective coaching methods in place, sales managers now need information about how reps are using what they learn in the field when engaging with buyers. Unfortunately, managers can't be everywhere at once and typically lack these insights.

In an instance where a manager can sit in on a call with their rep, they can observe rep behaviors but still don't have quantitative data that reveals how those behaviors relate back to coaching and training, or to overall performance. Plus, a single call doesn't necessarily give the full picture of a rep's skills and knowledge.

Call tracking records sales calls and collects data about the number and length of calls; however, it does little in providing information on how reps are communicating with customers and prospects.

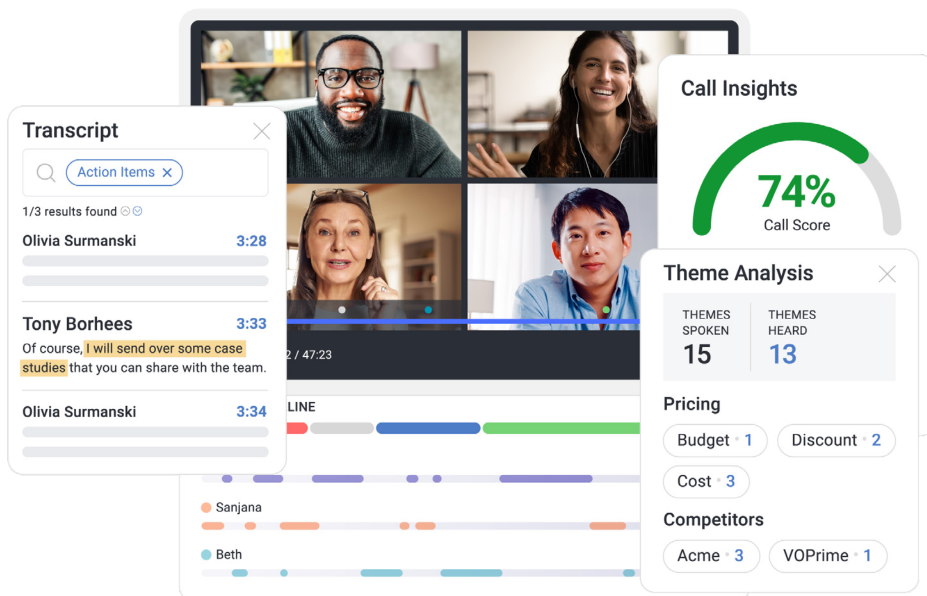
Sales Hack

Work smarter, not harder, with Call AI

Conversation intelligence uses artificial intelligence (AI) to analyze calls between reps and customers to pull actionable data. This can be linked with CRMs, analytics, and other programs to correlate call data with other sales metrics and provide further insights.

Mindtickle's Call AI solution gives managers access to call recordings, transcriptions, and a slew of other useful information including talk vs. listen ratios, questions asked vs. questions received, use of pre-established filler words and keywords, and more. By setting specific keywords including product names and competitors, managers can evaluate what topics drive the most engagement with buyers.

Sales managers can also create a library of top call moments that serve as training on best practices for objection handling, product messaging, competitor differentiation, and more, that sellers can access at any time for added learning.



#3 Challenge | Sales Hack

Content sharing and tracking across the sales cycle

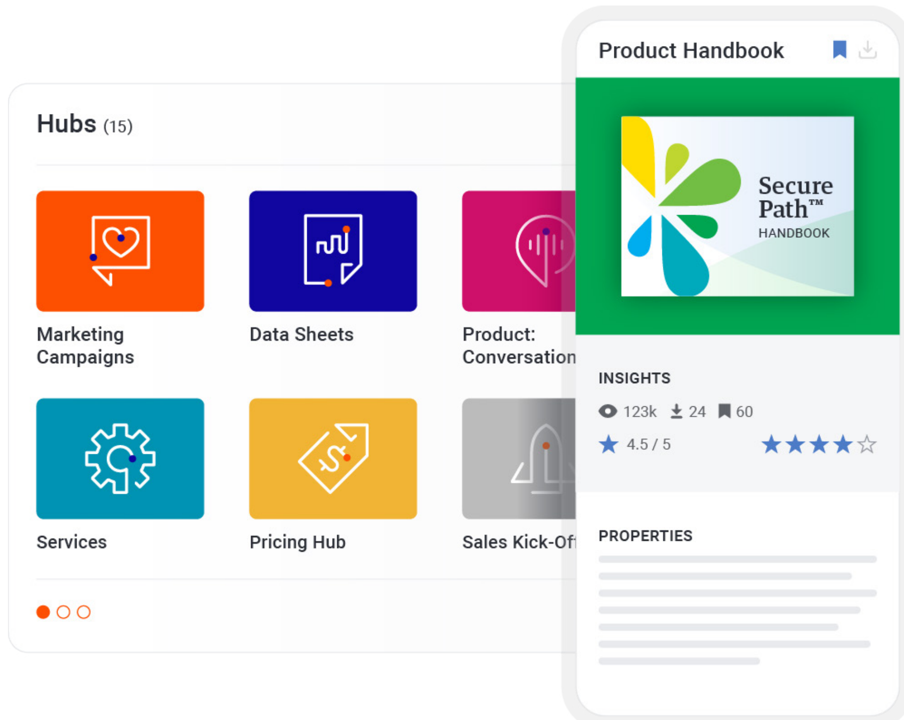
Marketing teams create content for sellers, but materials pertaining to different products or customers are often stored across various folders or drives. As a result, reps can waste a lot of time searching for the right piece of content — and ensuring it is the most up-to-date and compliant version.

Once they find and share content, there's no insight into what is used, how it's used, or whether it's having any effect on moving prospects through the sales cycle. Managers continue pushing these pieces of content and hoping for the best, with no contextual knowledge.

Simplify content management with Asset Hub

It may seem simple, but the best way to make sales content easily accessible is to have all approved sales decks, product pages, and other collateral stored in one shared library.

Mindtickle's Asset Hub is a closed-loop content solution for sales teams. Reps know exactly where to look to find the right content for any situation, share it with customers and prospects easily and instantly, and receive notifications when someone interacts with it. With trackable links, managers get granular insights into who is using content and how, along with which content resonates most. These insights also help marketing teams inform future content needs and make necessary revisions in order to create the most impactful collateral for sellers.



#4

Challenge

Sales Hack

One-size-fits-all training

Front-line sales managers have a vague idea of what "success" looks like: closing deals, completing training materials, hitting quotas, etc. But the way to get members of the sales team there can look different from one rep to the next. Some salespeople are visual learners while others enjoy reading; some are more engaged in team exercises while others prefer to learn on their own.

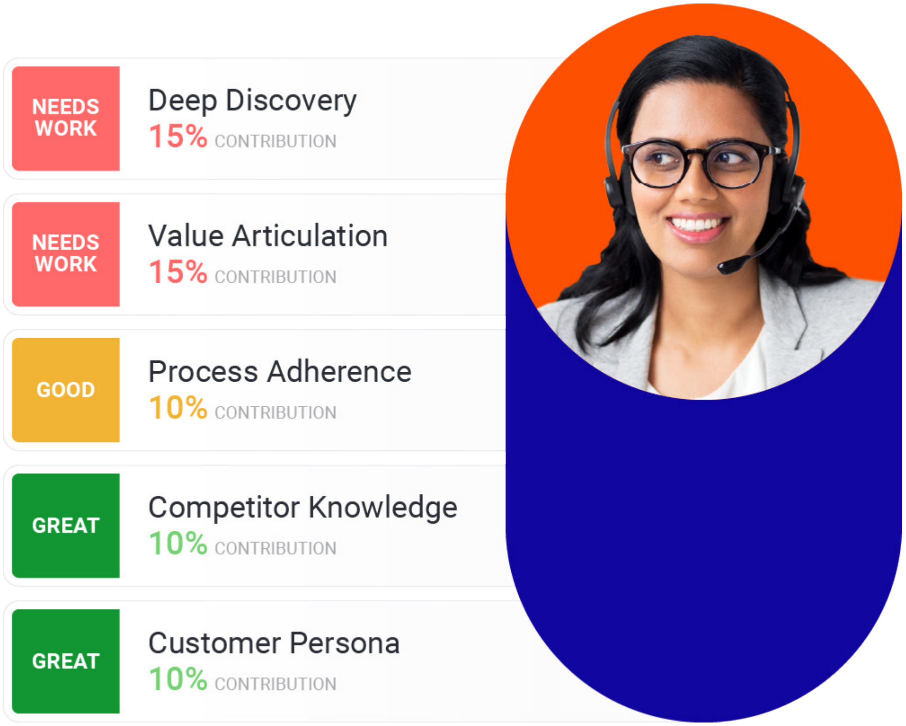
Not only does every seller learn and retain information differently, but managers must also consider the hierarchy of their teams and how skills and knowledge vary based on roles. A typical sales team includes business development representatives, account executives, solutions consultants or engineers, and customer success reps, in addition to salespeople.

Unfortunately, even considering these distinctions, many organizations still provide the same training, presented in the same format, to every individual on the team.

Create a team of ideal reps with an Ideal Rep Profile

Front-line sales managers are no strangers to the idea of an ideal customer profile; they know the qualities that make an attractive prospect and have created one or more personas for reps to look out for.

Managers also know the qualities that make a successful seller — why not create a persona for that as well? Leading organizations are twice as likely to customize training according to specific sales roles. Mindtickle has created the Ideal Rep Profile (IRP) to help managers benchmark their team's performance, evaluate where every rep stands, and provide training based on their unique needs. Using our new tool, sales managers can develop a documented IRP to work backward from and improve skills, knowledge, and behaviors across the board with individualized training, practice, and reinforcement for each seller.



#5

Challenge

Lack of metrics & actionable insights into overall readiness

Even with a definition of sales success, many sales managers still have little visibility into how reps are performing beyond basic metrics. When quota attainment and win rates fail to improve, managers often have no strategy for getting reps closer to reaching their goals.

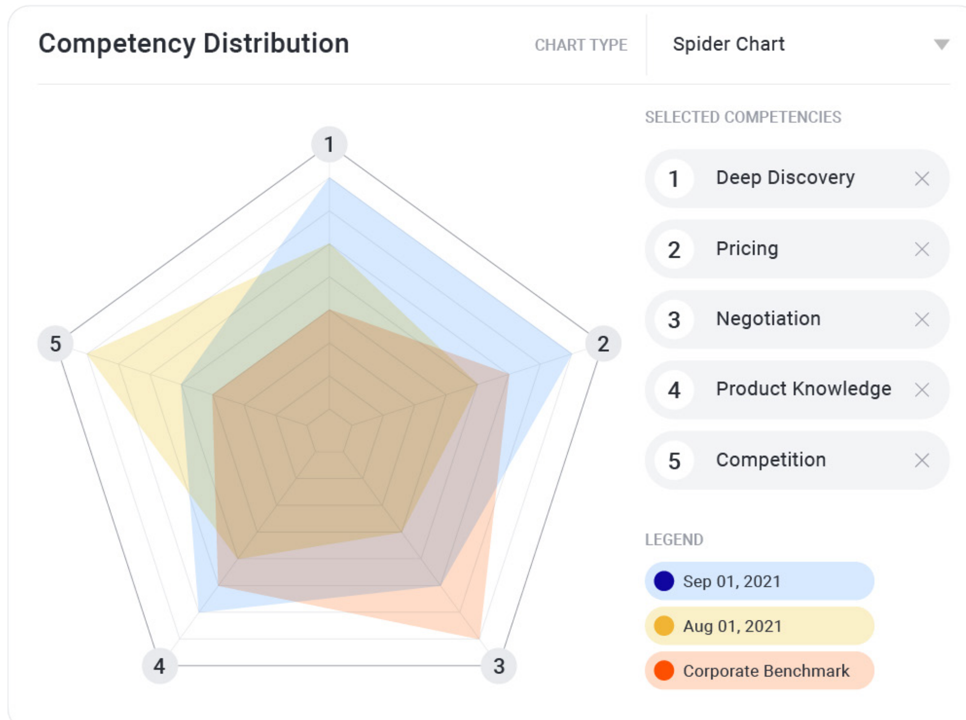
In short, sales managers have a lot of resources at their fingertips, but no way to tie them all together to get a complete view of the current state or how to get their teams where they need to be. As a result, they focus too much on specific deals and not enough on the skills that drive long-term success.

Sales Hack

Bring it all full circle with IRP and Readiness Index

Mindtickle has created the Ideal Rep Profile (IRP) to help revenue teams benchmark the unique skills and winning behaviors of each go-to-market role. Sales leaders can develop a documented IRP to work backward from and improve skills, knowledge, and behaviors across the board with personalized learning for every seller.

The Readiness Index then factors training, enablement, content, coaching, and conversation intelligence metrics into an overall readiness score of each rep and team. Based on the Readiness Index, sales leaders and front-line managers can work together with enablement to improve the skills, knowledge, and behaviors of all revenue teams with personalized learning, coaching, and content.



#6

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Sales Hack

Time management

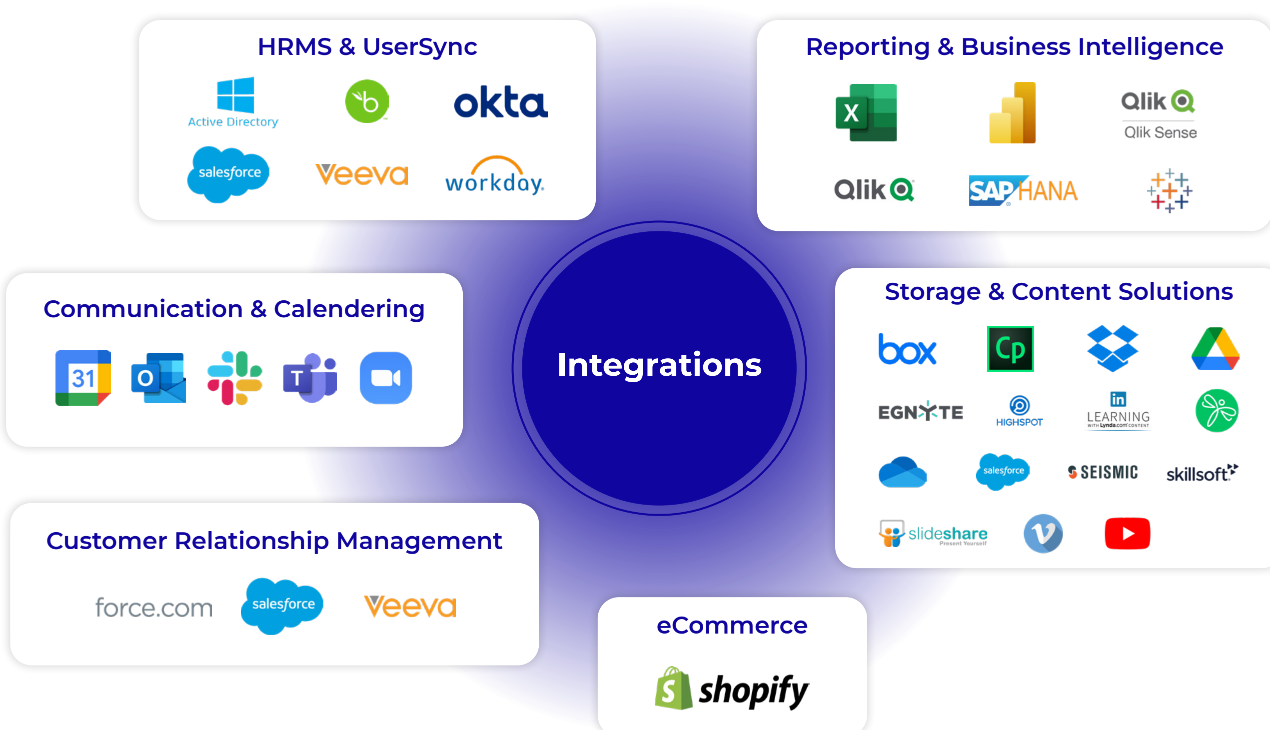
As mentioned, front-line sales managers have a laundry list of things to do each day, from attending strategy meetings to forecasting for their teams, to putting out fires big and small. Effective time management can feel nearly impossible. Nearly 60% of sales managers say they have difficulty completing tasks in the time given.

Compounding the difficulty of all these tasks are the various platforms used to get them done. Many sales organizations implement different SaaS programs to solve for inefficiencies, only to find that jumping from one program to the next throughout the day creates even more chaos. And often there's a disconnect and information gets lost in translation between programs.

Move deals forward with powerful integrations

Tools can be a source of inefficiency and frustration but when used and integrated properly, they can actually achieve what they are designed to do. A centralized platform means sales managers have access to everything they need in one place and don't have to waste time working through various systems.

The Mindtickle Sales Readiness Platform helps managers guide their teams to readiness. Not only does our solution consolidate training, coaching, conversation intelligence, content, and robust performance metrics, but it also includes integrations with Salesforce, Slack, and other tools your team uses every day. A seamless experience means less time spent on administrative tasks and more time ensuring reps have what they need to be successful.



Make sales readiness a reality

A front-line manager's job is never easy, but with the right technology, used effectively, they can boost collaboration, benchmark skills for all reps, and coach their teams to success.

Mindtickle supports every member of the sales team through every step of the selling process. Our latest features and product enhancements were designed to make sales managers' lives easier. With solutions for coaching, enablement, content management, conversation intelligence, and overall readiness, our unified platform helps sales organizations achieve continued sales excellence.

Request a demo of the Mindtickle Sales Readiness Platform today.

REQUEST A DEMO