

Super Sales Manager

By Mark A. Walsh

Where do super sales managers come from? Most come from the ranks of successful salespeople. However that doesn't necessarily or automatically make them successful managers. The best retain the skills they've learned through selling, and learn effective management techniques.

They possess a genuinely positive attitude.

A positive attitude is more than just thinking good thoughts. Successful managers believe that a person's attitude can make all the difference... *and it does!* They believe in possibilities and that just about every problem can be solved. They are enthusiastic about their jobs, their teams and about their lives generally. They fully comprehend that how they behave and react to various situations is a model for the team's actions and reactions. Since enthusiasm is contagious, a manager with a positive attitude usually leads a team with a positive attitude.

They set goals.

The super sales manager focuses on what he or she wants to achieve, establishes priorities, and knows what they have to do in order to keep moving forward. They spend time with their team developing progressive, realistic goals. They set realistic, achievable goals for themselves and their team, and keep those goals very visible so that everyone knows the objectives they are expected to reach.

They exhibit a willingness to work toward goals.

Successful managers know that nothing worthwhile is ever achieved without effort. They're willing to do whatever it takes to make their team successful. They invest time with the team, and do not expect their people to do anything they wouldn't do themselves.

They understand that everyone makes mistakes and they know how to help their people learn from mistakes and failure.

They have been "*there and done that*" themselves, and know what it feels like to face rejection. However they are not defeated by it. They expect it as a part of life, know there is a lesson to be learned in every setback, and share this positive experience with their team.

They surround themselves with positive ideas.

Successful managers believe in the saying, "*You are what you think!*" They completely comprehend the importance of a positive environment, and keep reminders of their success and their teams' success visible. They seek out mentors whose wisdom and experience can help them achieve their goals, and they encourage their team to do the same.

They never stop learning.

The super sales manager is a perpetual student. They do not assume that since they've reached a certain level of success they can stop learning. They are constantly upgrading their skills, are students of the car business and are always looking for ways to improve. They keep their minds open to new techniques, and share their knowledge with their team. This super star knows that if a manager isn't learning and growing, they're not just standing still... *they're going downhill!*

They are passionate about what they do.

If you enjoy your work, it's not hard labour. If a sales manager loves their job, there's a much better chance that the team will enjoy theirs. Passion fires you up; it produces energy and gives you a sense of unlimited potential and possibilities.

They enjoy giving back to others.

One important reason for becoming a manager is that you can use your attitude, skills, knowledge and experience to help others achieve. Successful managers are grateful for what they have been able to achieve, and enjoy helping others do the same.