

# DEVELOPING SALES MANAGERS

*Activating Sales Performance  
Through Learning*

## THE SURVEY

**168** learning and sales leaders  
completed the survey 

## SALES MANAGERS' RESPONSIBILITIES



manage and develop  
representatives and meet  
team revenue goals

**#1**

recruiting channel for  
sales managers is internal  
promotion within Sales



**71%**  
customer/market  
knowledge



**65%**  
top sales  
performers



**34%**  
some management  
experience

What do organizations look for when promoting  
representatives to sales managers?

## SALES MANAGERS' EXPERTISE

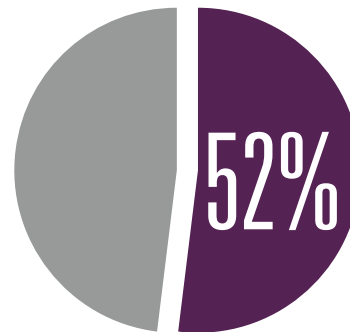
**62%** creating and closing opportunities

**34%** managing

**32%** coaching



## FOCUS TRAINING

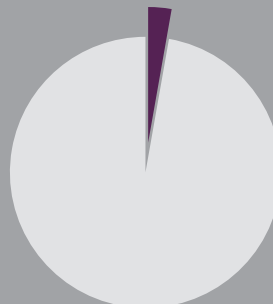


of organizations **DO**  
**NOT** have training  
targeted at new  
Sales Managers

## ROLE OF LEARNING



**10%**  
of sales training  
hours are for  
sales management



**3%**  
of sales training hours  
are for coaching

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