

Nutshell 🦀

Sales Manager's Survival Guide

70 Pro Tips for Hiring, Coaching,
and Succeeding



When you're a sales manager, you really have two jobs.

Your first job is to manage your people. That means training and continually educating your sales reps, giving them all the tools they need to close their deals, and finding ways to inspire them when their motivation is flagging.

You don't have to be a drill sergeant, and you don't have to be everyone's best friend, either. Ultimately, you're just trying to create an environment where your sales reps can be successful, because when your sellers are successful, the company is successful. (And hopefully you'll get some of the credit.)

Your second job is to manage your sales process. That means formalizing, measuring, and optimizing everything your team does to develop an interested lead into a loyal customer.

This job can be overwhelming because there are so many levers to pull. Any adjustments you make to your team's playbook can potentially affect their closing rate, the length of your sales cycle, your average sale price, or your company's ability to retain its customers. Fortunately, things get easier once you learn which data to focus on, and how to use that data to make positive changes.

The *Sales Manager's Survival Guide* collects the ten most-read sales management articles that we've published on Nutshell's [Sell to Win blog](#) over the past year or so. **The purpose of this guide is to help you do both of your jobs better.**

Enjoy, and [please drop me a line](#) if there's anything I can do to help.

All best,

Will Gordon

Entrepreneur | Sell to Win

New Sales Managers Survival Guide

S Baum



New Sales Managers Survival Guide:

Decoding **New Sales Managers Survival Guide**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**New Sales Managers Survival Guide**," a mesmerizing literary creation penned with a celebrated wordsmith, readers attempt an enlightening odyssey, unraveling the intricate significance of language and its enduring affect our lives. In this appraisal, we shall explore the book is central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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