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Pop Quiz: "Do Your Sales People Know Your Brand?"
 June 29, 2007



Answers provided by Dan Stiff, president of Leadership Performance Development Inc., a training and consulting company specializing in sales, leadership and organizational development, and author of Sell the Brand First: How to Sell Your Brand and Create Lasting Customer Loyalty (McGraw-Hill).

A good sales manager should "get out of the way" of salespeople and let their individuality shine.

False: Sales managers are cultural shapers—that is, they need to make sure that their salespeople all speak the same "brand language." Brand is the crown jewel of the company, and as brand ambassadors, salespeople need to see themselves as being on the front lines of building a vision, reputation

and image that resonate with customers and reflect the culture of their company.

A sales manager's main role is to motivate salespeople.

False: Gone are the days of the manager-cheerleader. Salespeople are professionals who want techniques that offer tangible, measurable sales results. Another key role of the sales manager is to bring salespeople out of their silos so they see sales issues in terms of the whole company—marketing and sales departments, customer relations and the executive tier. Show them that their efforts have an impact and affect the entire company.



A great sales manager should coach on the three basic sales messages: price, style and quality.

False: That's old school. The new way of selling acknowledges that buying is fundamentally an emotional experience for consumers. A great manager helps salespeople see the profound implications behind brand loyalty and coaches them on how to sell the brand. This involves a deeper interaction with customers, and more skillful observation and understanding of their mindsets (past experiences, preconceived notions, opinions, knowledge, etc.) and motives (the practical or emotional reasons why people like a particular product or service).

Sales & Marketing Management Magazine

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