

CFAS4.1

Lead a sales team



Overview

This unit is about how you provide direction to the members of the sales team by motivating and supporting them to achieve their team and individual objectives.

You need to be aware of the culture and diversity of the team and to be sensitive to the individual and corporate needs of the team whilst focusing on the achievement of team sales targets.

This unit is for; Sales Managers and Sales Team Leaders

This unit is suitable for face-to-face selling, telesales and online selling

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Performance criteria

You must be able to:

- P1 define and communicate positively to team members the purpose and objectives of the sales team
- P2 involve team members in planning how the sales team will achieve its
- P3 ensure that each member of the sales team has personal work objectives and targets, taking into account individual strengths and weaknesses
- P4 recognize and appreciate personal differences and the diversity in the team and ensure that people can play to their strengths to achieve team objectives
- P5 encourage, coach and support sales team members to achieve their personal work objectives and targets and recognise success
- P6 win the trust and support of the sales team for your leadership
- P7 steer the sales team successfully through difficulties and challenges, and manage conflict effectively
- P8 encourage and recognise creativity and innovation by the sales team, motivate team members to present their own ideas and listen to what they say
- P9 encourage sales team members to take the lead when they have the knowledge and expertise and show willingness to follow this lead
- P10 monitor and measure activities and progress across the team and achievement of individual and sales team targets
- P11 review and reflect on activities and identify lessons learned

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Knowledge and understanding

You need to know and understand:

- K1 the difference between leadership and management, the different types of leadership styles and the styles most appropriate to leading a sales team
- K2 the different methods that can be used for communicating with a sales team
- K3 how to gain the commitment and involvement of the sales team in achieving commitment and support for team objectives
- K4 how to carry out analysis of team members in order to understand their attributes and develop them accordingly
- K5 the best methods of consultation and negotiation in the context of gaining team support, discovering team opinions and ideas and taking into account team views
- K6 approaches to coaching team members to achieve personal and team goals
- K7 ways of encouraging individuals or teams to ask questions and seek clarification on team work and activities
- K8 the importance of understanding diversity in the context of managing teams
- K9 the different types of team conflict that may arise and approaches for overcoming such conflict
- K10 different approaches to planning team and individual work in order to achieve team and personal objectives effectively
- K11 how to promote an ethos and culture that recognizes creativity, innovation and a sharing of knowledge and how to demonstrate the benefits of this approach
- K12 how to achieve 360 degree feedback with team members and how to learn and develop from the feedback provided
- K13 how to identify different ways of successfully encouraging, motivating, supporting and recognizing individual and sales team success

Industry/Sector specific knowledge and understanding

- K14 leadership styles that are appropriate to leading a sales team and are appropriate to your industry/sector
- K15 legal, regulatory and ethical requirements in your industry/sector

Context specific knowledge and understanding

- K16 organisational culture and approach to leadership
- K17 different leadership styles across the organization and the rationale behind them
- K18 you own values, motivations and limitations in the leadership role
- K19 the strengths, weaknesses and potential of people in the sales team

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- K20 the vision and objectives of your organization
- K21 business, marketing and sales strategies and the role your team plays in fulfilling them
- K22 organisational approaches to consultation and negotiation in context of the sales team
- K23 organisational approaches to managing conflict and potential conflict within the sales team and between the sales team and others
- K24 approaches to providing support and guidance and the types of support and guidance required
- K25 requirements for integration of teams across functions in order to fulfil organisational strategies

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Additional Information

Behaviours

1. you create a sense of common purpose and encourage team members to share best practice
2. you participate and make things happen
3. you encourage and support others to take decisions autonomously
4. you act within the limits of your authority
5. you make appropriate time available to support others
6. you show integrity, fairness and consistency in decision-making
7. you seek to understand the balance between stakeholders' needs and motivations and balance those requirements accordingly
8. you show appreciation, helpfulness and co-operation
9. you are equitable when dealing with team members, show awareness of equal opportunities and recognize diversity within the team

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3542 Sales representatives
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7129 Sales related occupations nec

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