

## Sales Leadership Training Fact Sheet

### Description

Investing in Your Sales Managers is the Best Way to Invest in Your Sales Producers

Many sales managers are promoted based on their sales performance rather than their ability to manage a team. As a result, they don't develop the required skills to inspire and motivate their teams. In fact, sales managers only spend 32% of their time managing their teams (*\*Training Magazine*) . Most of their time is consumed with other activities leaving their teams isolated and unsupported.

At Kaplan, we believe that sales managers have a pivotal role in driving sales effectiveness and performance and investing in the development of sales managers is the best way to positively affect sales producers' performance.

Learn more by downloading our fact sheet.

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