

## Leadership

**THE BEST SALES REP  
ON THE TEAM?**

**DON'T  
BECOME THE MANAGER!**

## Why the Sales Leader Role Matters

The most important position within a sales team is the position of sales leader.

For **two** main reasons:

- **They enhance (or hurt) team potential**, neutrality is not an option.
- **The team mirrors its leader:** “A-type managers hire A’s, B-type hire C’s.”

## The Temptation

Promoting the best sales rep to sales leader feels logical...

**...but is it the right move?**

## **Different Jobs! Requiring a Different Set of Skills**

### **Sales Rep**

=> Scores deals

### **Sales Leader**

=> Builds & drives the sales engine that scores deals

**Finding both skill sets in one person?  
Rare.**

**And if not rare,  
where does the heart belong?**

## Alternatives to a Promotion

Instead of making them sales leader,  
**try the following:**

- Better compensation
- New market segments
- More complex clients
- New portfolio to sell.

## What Great Sales Leaders Do

- **They create a real team** (not just individuals).
- **They improve and steer** the sales engine (CRM + processes).
- **They tackle** business, culture and performance **challenges**.

In short,

**They create the conditions for success!**

## The Risk of a Bad Promotion

### **Bad scenario**

Lose a great sales rep, gain a mediocre manager.

### **Worse scenario**

Promote a below-average sales rep to leader.

## Key Skills to Seek

- **People skills** (inspire and empower).
- A **vision** (not just slogans).
- An **execution plan** (not just tactical moves) .
- Cross-department active **collaboration** and management of the internal ecosystem.



## The Bottom Line

Being the best rep  $\neq$  being the best leader.

**Promote only if leadership skills  
are there (or can grow).**

Is this topic a priority  
for you?

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