



Coaching Library

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How Dramatically Has Sales Leadership Changed?

By Dave Kurlan

Recently, I wrote a very popular article about the [25 Ways That Selling Has Changed](#). One of the comments, by the CEO [ConnectAndSell](#), said:

“Dave - This post crystallizes the meaningful changes in sales better than anything I have read to date. The consequences seem profound. Find and hire the elite few and empower each of them to engage as many high quality prospects as they can possibly handle - else the mediocre many will suck up, and trash, your precious opportunities. Doesn't leave much room for old fashioned sales empire builders, does it?”

I recognized that comment as an enticement to write this article and present to you with the Top 20 Ways that Sales Leadership has changed:

1. Sales Leaders are no longer merely supervisors
2. Sales Leaders must spend 50% of their time coaching
3. Coaching is part art, part science, and part psychology
4. Most Sales Leaders have not been adequately trained for the sales coaching role
5. Sales Leaders must embrace CRM, enforce its use, and monitor and leverage the applicable dashboards
6. Sales Leaders must select the other new technologies that their salespeople should use
7. Sales Leaders must set/follow guidelines and expectations for social media including, but not limited to Blogging, LinkedIn, Twitter, YouTube, Google and more
8. Sales Leaders must set/follow strategy for sales force realignment and the growing trend to move outside sales from the territory to the phones
9. Sales Leaders must lead the way with regard to the many ways that selling has changed
10. Sales Leaders must hold salespeople accountable to following its company's sales process

11. Sales Leaders must be able to identify new salespeople who will succeed in various sales roles, all of which have changed dramatically
12. Sales Leaders should lead daily huddles with their salespeople to hold them accountable to predefined KPI's
13. Sales Managers must demonstrate for their salespeople the new way to be the value
14. Sales Leaders must get their sales process integrated into their CRM
15. Sales Leaders must integrate the proper mix of Inbound and Outbound onto their Inside Sales Teams
16. Sales Leaders must recognize that Inside Sales could be any one or more of 6 different roles, including, but not limited to, Traditional Quota-carrying sales by phone, appointment setting, customer service, order fulfillment, inbound marketing, and account management
17. Sales Leaders must work with Marketing to determine what constitutes a contact, a lead and a qualified lead, as well as when to hand-off to sales
18. Sales Leaders must recognize that money motivated salespeople are a dying breed, replaced by intrinsically motivated salespeople
19. Sales Leaders must use forward looking indicators rather than lagging indicators
20. Sales Leaders must reinforce that the most important part of the sales cycle is the quality of the conversation, not the demo or the close.

While much has changed, much has also stayed the same. It's not business as usual, it's not at the same speed, and it's not played the same way. There's no rest in site, the profession will continue to change at warp speed, and those who aren't leading will be left behind