

We'll start at 2:03 ET

Transforming Sales Leadership: The Missing Link Between Strategy & Growth

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THE REVENUE ACCELERATION FRAMEWORK

A PROVEN ROADMAP TO TRANSFORM
AND DYNAMICALLY GROW
YOUR BUSINESS



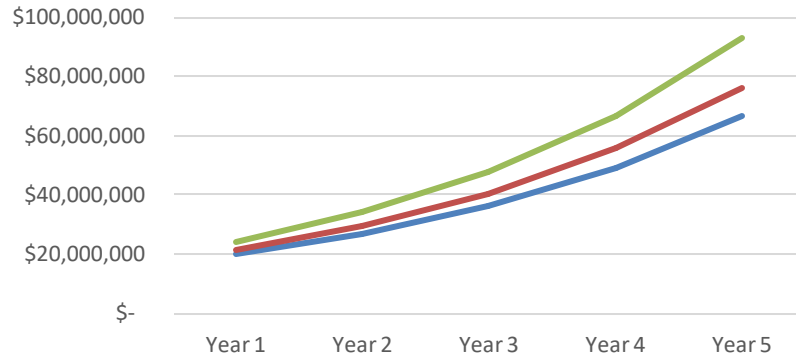
DOUG DAVIDOFF



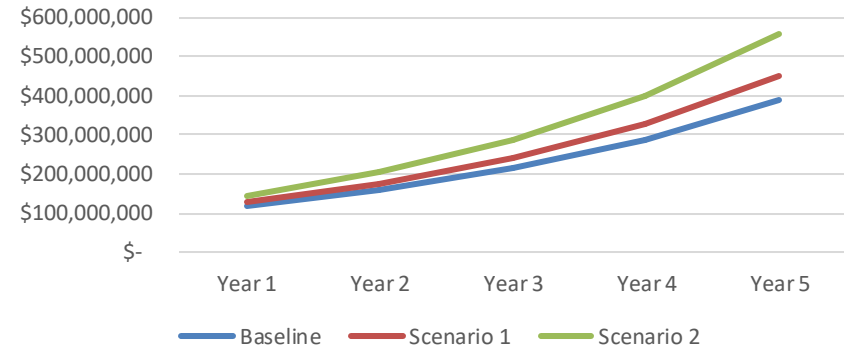
A Tale of 2 Companies

The Difference 3% - 5% Makes

Revenue Impact



Lifetime Value Impact



Valuation Impact

3% Performance
Improvement

\$48,402,442

5% Performance
Improvement

\$133,561,887

The level of the team rarely, if ever, exceeds the level of the leader.

-- Mike Weinberg,
Sales Management. Simplified.

The Impact of Best in Class Sales Management

27% higher team performance

32% better customer retention

35% reduction in sales cycle length

42% improvement in forecast accuracy

The Sales Manager Chasm

**From:
Individual
Contributor**

**To:
Leader**



The Revenue Acceleration Framework™

Go-to-Market

Economic & Sales Model, Strategy, & Messaging

The Structure

System Design, Tools, Tech Stack, & Scoreboard

The Approach

Playbooks, Process, & Methodologies

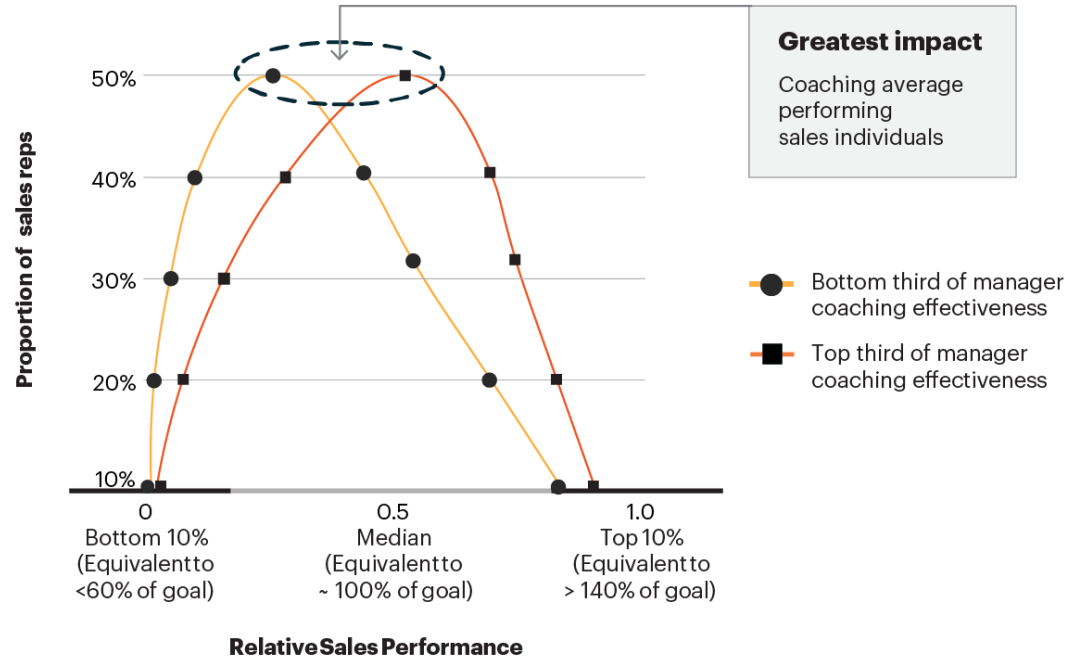
RevOps

Execution

Performance

Moving The Middle

Distribution of relative sales rep performance by coaching effectiveness



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The 5 Common Traps That Doom Sales Managers

The Management Trap

What It Looks Like

Takes a one-size/approach-fits all to managing team, regardless of experience, style or performance

Why It Happens

- Lack of management training/experience and defaulting to personal preference
- Lack of development tools & resources
- Managing how they like to be managed.

The Impact

- Higher performers don't feel supported & leave
- Moderate performers don't get needed support and plateau or degrade
- Team engagement suffers
 - 28% higher turnover
 - 26% lower quota attainment

The Super-Rep Trap

What It Looks Like

Managing by
doing rather than
by coaching &
developing

Why It Happens

Most managers got there
because of their
performance, so they rely on
that strength. Additionally:

- Lack of manager training
- Unrealistic performance expectations
- Fear of accountability

The Impact

- Failure to develop reps
 - Manager becomes bottleneck, rather than accelerator
 - Scalability suffers as manager burns out
- 33% lower engagement
27% lower performance

The Administrative Trap

What It Looks Like

Spending too much time on reporting, compliance, and admin rather than coaching & accountability

Why It Happens

There are several reasons that this can happen, the most common are:

- Demands for documentation
- Obsession with forecasts
- Busyness vs. Productive
- Hiding from the hard work

The Impact

- Lost time for value-added activities
- Lower team development
- Strategic opportunities missed

33% lower engagement &
27% lower performance

The Short-Term Trap

What It Looks Like

Sacrificing long-term team development, process improvement, and strategic planning to “hit the number.”

Why It Happens

Quarterly pressure and a lack of:

- Manager training & development
- Adequate resources to grow the business
- Isolation from the broader strategy

The Impact

- Team burnout
- Turnover
- Damaged customer relationships & churn
- Future pipeline weakness
 - 19% lower two-year performance
 - 28% greater turnover

The Likeability Trap

What It Looks Like

Avoiding difficult conversations about performance and introducing new methodologies or technologies

Why It Happens

- They're strength is their likeability, and they don't want to offend their reps
- Lack of confidence in new approaches
 - Fear of conflict
 - Resistance to change

The Impact

- Team stagnates
- Performance issues fester
- Innovation opportunities are missed
- Competitive disadvantage grows

17% lower CSAT
24% lower performance

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The Critical Areas for Sales Manager Success

1. Revenue Leadership

Execute
strategies to
achieve
revenue targets

Create GTM
plans

Revenue
forecasting and
pipeline health

2. Team Development & Performance Management

Recruit, hire, and onboard quality sales talent

Individualized coaching and development plans

Foster a high-performance sales culture

3. Sales Process & Methodology Leadership

Optimize sales
processes for
efficiency

Ensure CRM
adoption and
data quality

Drive
continuous
process
improvement

4. Customer & Market Intelligence

Maintain deep understanding of customer business drivers

Identify market trends and competitive threats/opportunities

Build relationships with key strategic accounts

5. Cross Team Collaboration

Partner with
marketing

Collaborate
with product
teams

Work with
customer
success

Align with
finance

Support
operations

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3 Questions to Ask to Assess Your Sales Managers

Where do they spend their time?

40%

- Coaching & Team Development

25%

- Strategic Planning & Analysis

20%

- Cross-team Collaboration

15%

- Admin & Reporting

What insights about our market, customers, or competition have you uncovered in the last quarter, and how have you acted on them?

What You're Looking For

- Specific market trends or competitive intelligence examples
- Customer feedback that influenced product or strategy decisions
- Changes made to sales approach based on market insights
- Proactive identification of opportunities or threats

Red Flags

- Only internal/backward-looking metrics without market context
- Inability to articulate customer business drivers or industry trends
- No examples of strategic pivots or process improvements
- Limited awareness of competitive landscape changes

Describe a recent performance issue you've addressed and how you handled it. What was the outcome?

What You're Looking For

- Specific situation with clear problem identification
- Systematic approach to performance improvement
- Documentation and measurable improvement plans
- Appropriate escalation timing and decision-making

Red Flags

- Avoiding difficult conversations or hoping problems resolve themselves
- Punitive approaches without developmental support
- Inability to cite recent examples of performance management
- Inconsistent application of standards across team members

Sales Manager Maturity Model

1. Developing

- Primarily tactical
- Limited coaching effectiveness
- Avoids difficult conversations

2. Inconsistent Performer

- Limited strategic thinking
- Irregular coaching
- Reactive approach to performance issues

3. Solid Performer

- Strong execution
- Adequate coaching & development
- Handles standard performance situations

4. Emerging Strategic Contributor

- Growing strategic awareness
- Consistent coach with documentation
- Influences beyond immediate

5. Strategic Leader

- Comprehensive, data-based coaching
- Proactive problem-solving with measurable outcomes

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3 Actions to Take Now

Implement Weekly Structured 1:1 Coaching Sessions

Provide managers with coaching conversation templates

Train managers on effective questioning techniques

Measure coaching effectiveness through rep performance improvement

Create Success Metrics Beyond Revenue

Revenue metrics (40%):

Team attainment, deal size growth, win rates

Team development (30%):

Rep skill progression, retention rates, promotion rates

Process improvement (20%):

Pipeline quality, forecast accuracy, sales cycle reduction

Cross-functional collaboration (10%):

Customer satisfaction, marketing alignment, product feedback

Launch Manager Development Sprints

Monthly workshops with external experts

Peer learning groups with other managers

Practical application projects with measurable outcomes

Executive mentoring sessions

The Acid Test Question

Does this directly impact and improve the time spent or the effectiveness of generating new revenue?



The Strategic CRM Scorecard™

Indicate the degree you agree or disagree with these statements, then total your score.

	DISAGREE	AGREE
We have a strong foundation for our data structure and architecture, maintaining clear relationships between companies, accounts, contacts, opportunities, and activities, allowing users to trace the complete history of any customer interaction easily.	1 2 3 4 5 6 7 8 9 10	
We have strong processes to ensure strong data cleansing, enabling us to efficiently identify and merge duplicate records, update outdated information, and archive inactive accounts.	1 2 3 4 5 6 7 8 9 10	
Our CRM enables our sales team to execute rapidly and directly contributes to increasing the revenue generation capacity of each salesperson.	1 2 3 4 5 6 7 8 9 10	
Our CRM increases the predictability of our business by enabling reps to forecast opportunities efficiently, providing executives with real-time insights and closed-loop reporting. This has had a positive effect on increasing the level of accountability in our go-to-market organization.	1 2 3 4 5 6 7 8 9 10	
Our CRM enables everyone in our go-to-market organization to efficiently and effectively see the status and impact of their efforts, enabling us to connect efforts to outcomes and results.	1 2 3 4 5 6 7 8 9 10	
The sales pipeline is updated consistently, showing real-time deal stages, values, and close dates.	1 2 3 4 5 6 7 8 9 10	
Our dashboards are clear and distinct and enable each user to track their relevant KPIs, ensuring everyone is working from the same source of truth.	1 2 3 4 5 6 7 8 9 10	
Our CRM does an exceptional job of segmentation, enabling everyone in our go-to-market organization to be confident they can take the right action with the right person at the right time.	1 2 3 4 5 6 7 8 9 10	
Our CRM enables us to proactively identify churn risks and upsell opportunities through customer data and engagement.	1 2 3 4 5 6 7 8 9 10	
Our leadership actively uses CRM analytics to make data-driven decisions and improve processes.	1 2 3 4 5 6 7 8 9 10	

TOTAL SCORE



The Revenue Acceleration Readiness Assessment

A Comprehensive Check-Up for Your GTM Strategy

**Your
Growth
Economics**

**GTM
Strategy &
Approach**

Messaging

Sales Plan

**Customer
Journey**

Ideal For Companies With More Than 10 Salespeople

LIFT
Enablement



lifenenablement.com