

Situational Sales Leadership

**Mastering the Single-Most Important
Sales Management Skill**

Situational Sales Leadership **STYLES**

DIRECTION

Situational Sales Leadership STYLES

Clear expectations

Step-by-step training

Concrete examples

Mid-course correction

More frequent accountability

DIRECTION

Situational Sales Leadership STYLES

SUPPORT

Situational Sales Leadership **STYLES**

SUPPORT

Asking questions

Active listening

Accurate reflection

Positive encouragement

Less frequent accountability

Situational Sales Leadership STYLES

DIRECTION

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SUPPORT

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Active listening

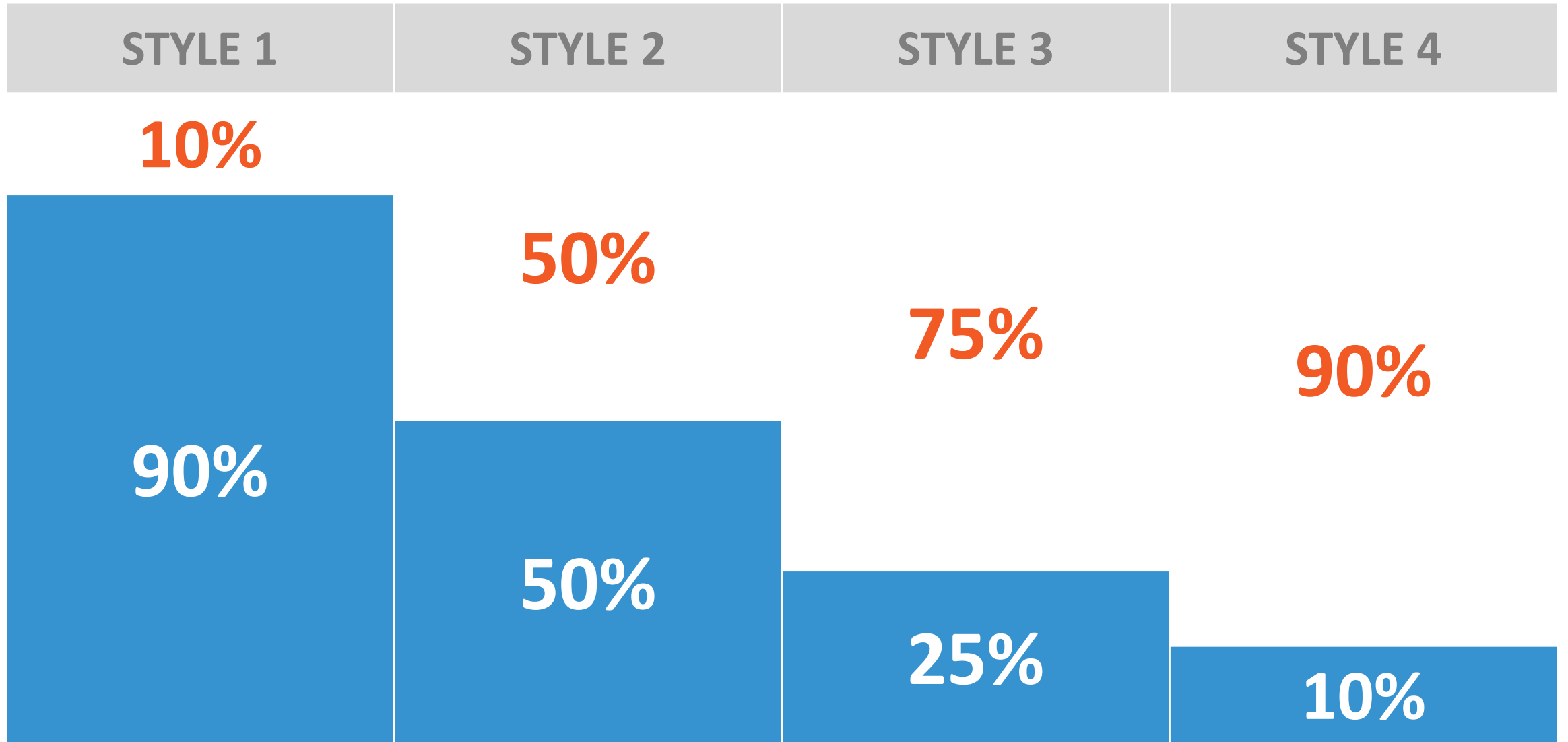
Accurate reflection

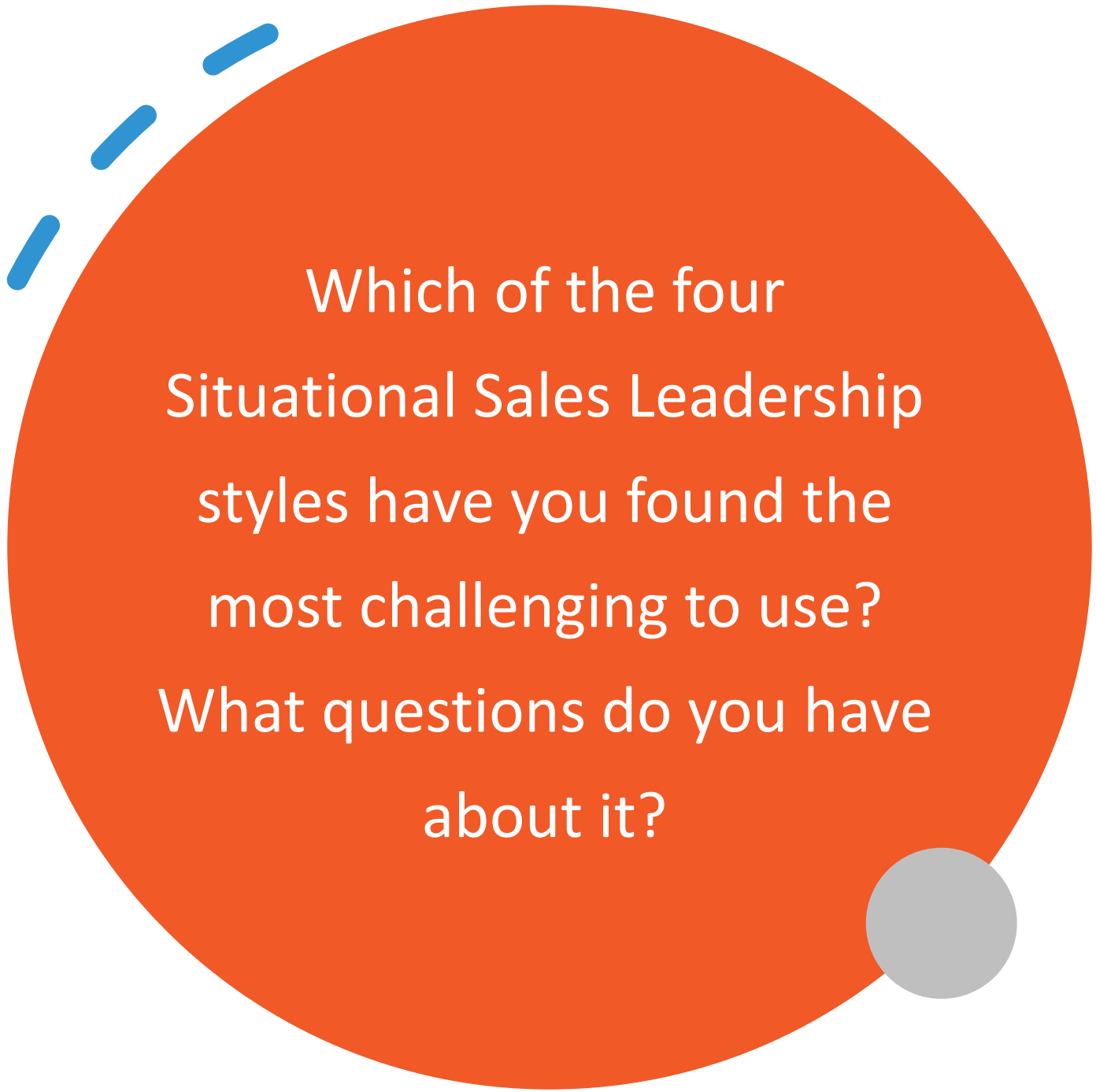
Positive encouragement

Less frequent accountability

S1	S2	S3	S4
High Direction and Low Support	High Direction and High Support	Low Direction and High Support	Low Direction and Low Support
<p>Affirm enthusiasm</p> <p>Define success clearly</p> <p>Give concrete examples</p> <p>Teach and show HOW</p> <p>Check for understanding</p> <p><i>Check work frequently</i></p>	<p>Understand frustrations</p> <p>Analyze failures</p> <p>Provide perspective</p> <p>Explain WHY</p> <p>Fill in learning gaps</p> <p><i>Check work consistently</i></p>	<p>Ask questions and listen</p> <p>Analyze successes</p> <p>Provide reassurance</p> <p>Help hear own voice</p> <p>Clear path of problems</p> <p><i>Check work regularly</i></p>	<p>Treat as a partner/peer</p> <p>Celebrate successes</p> <p>Provide autonomy</p> <p>Recognize publicly</p> <p>Push for a little bit more</p> <p><i>Check work occasionally</i></p>

Talking versus Listening by Style





Which of the four
Situational Sales Leadership
styles have you found the
most challenging to use?
What questions do you have
about it?

Situational Sales Coaching Planner

Sales Process Goal	Competence	Commitment	Development Level	Leadership Style Strategies
A specific, repeated activity that moves a salesperson closer to achieving a sales performance goal	Demonstrated, proven ability to complete a process goal	Enthusiasm, motivation, or confidence to complete a process goal	<i>D1, D2, D3, D4</i>	The specific mix of direction and support you will use to coach this salesperson on each process goal
	<input type="checkbox"/> Low to Some <input type="checkbox"/> Mostly High	<input type="checkbox"/> Low to Variable <input type="checkbox"/> Mostly High		
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the
ULTIMATE
SALES
MANAGER
PLAYBOOK
Becoming a
Successful Sales
LEADER



BILL ZIPP

Situational Sales Leadership

Monday, April 4, 11, 18

Do these two things:

1. Complete one *Situational Sales Coaching Planner* for a team member.
2. Listen to the podcast sessions again.

Your Dedicated Web Resource Page:

<https://billzipp.com/primepay-sales-leader-resources/>

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