

# **Situational Sales Leadership**

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



# How to Have Effective One-on-One's with Your Salespeople

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## STEP ONE: The Agenda

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## Performance Goals

## Process Goals

Total sales by month, quarter, and year

Sales activities by day, week, and month

*Set as a sales quota each year*

*Repeated over and over again*

**What** your salespeople need to achieve

**How** your salespeople will be able to achieve it

*Target marathon time*

*Weekly running workouts*



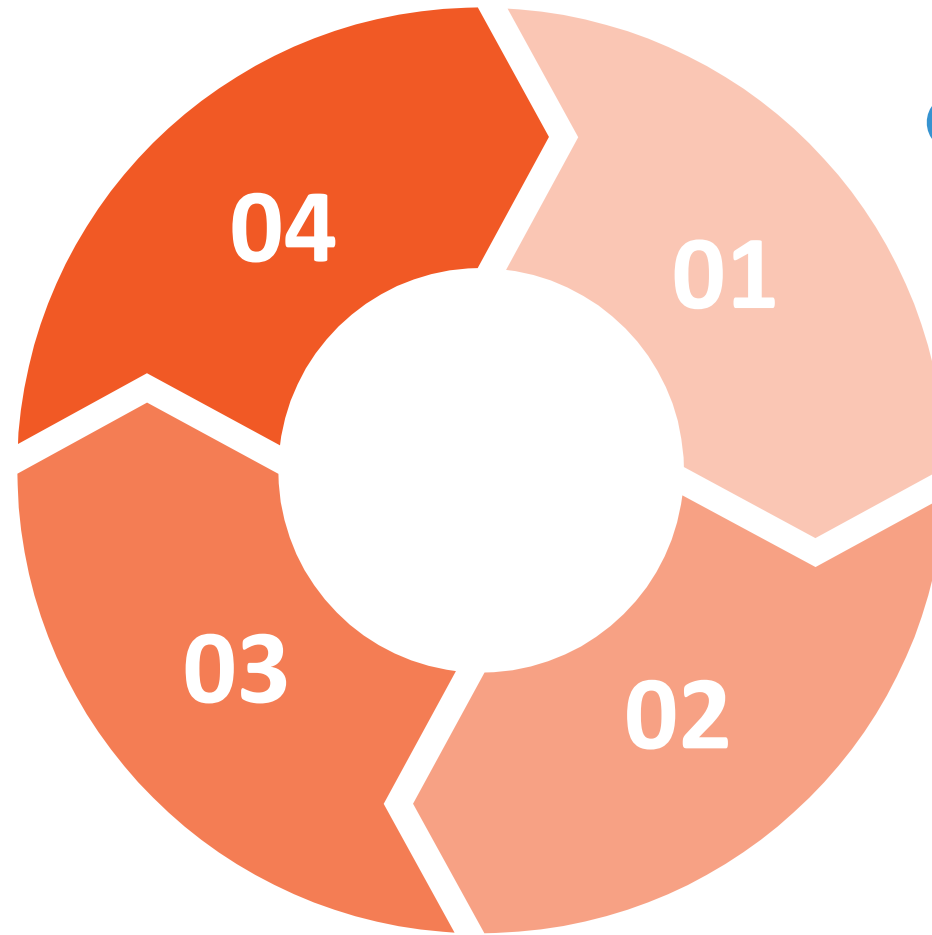
# How to Have Effective One-on-One's with Your Salespeople

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**STEP ONE:** The Agenda

**STEP TWO:** The Flow

# Sales One-on-One Meeting Flow



● **Progress**

The focus here is on the *past* and the *future*.

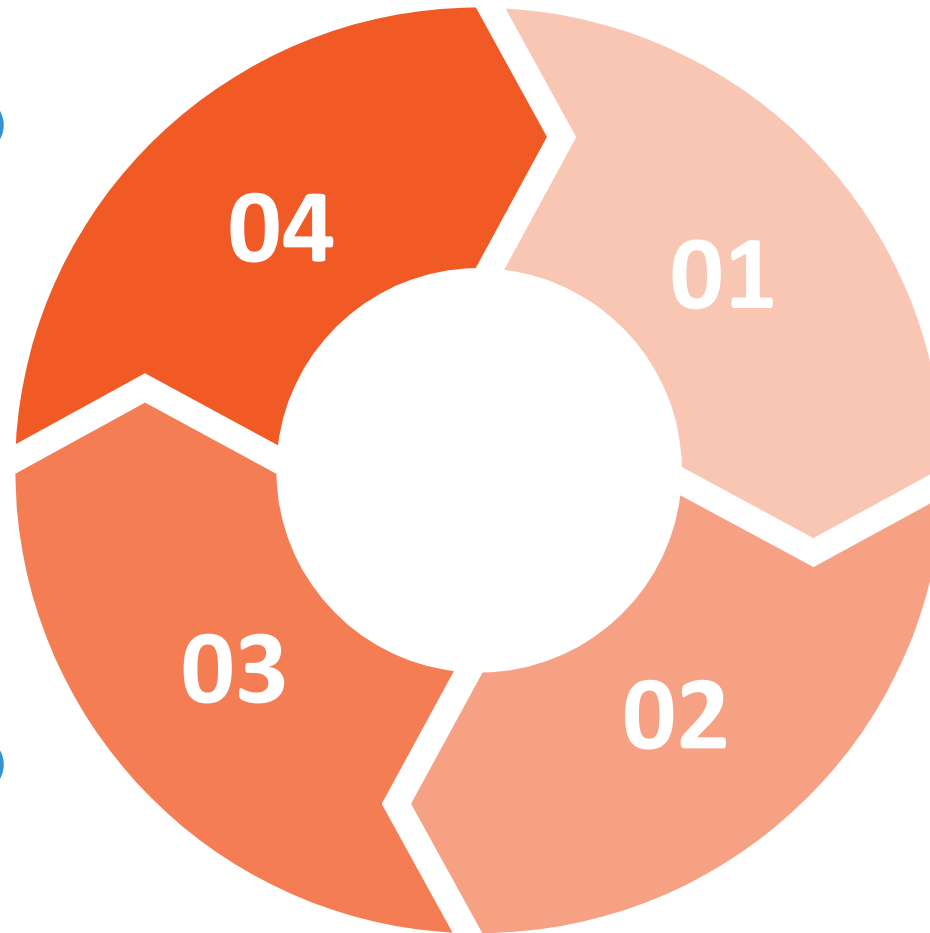
● **Plans**

# Sales One-on-One Meeting Flow

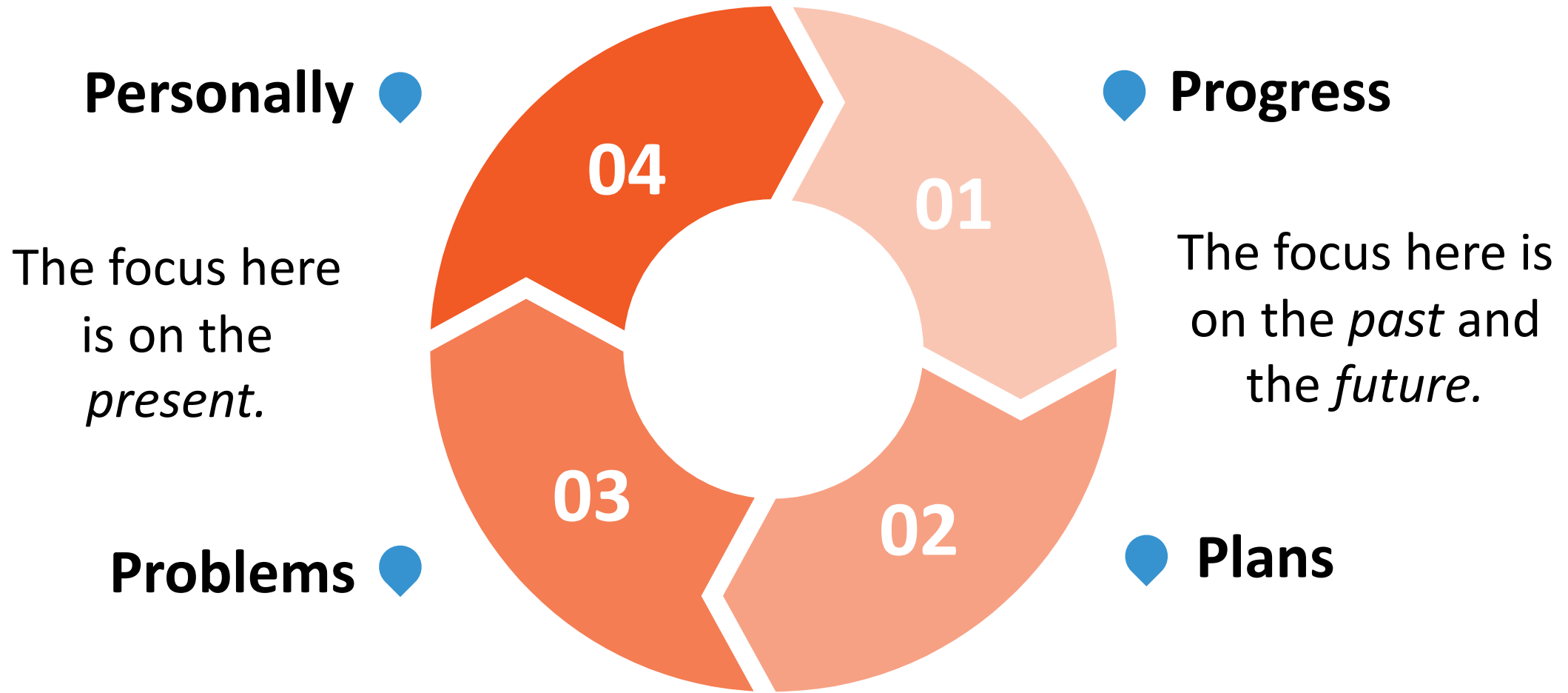
**Personally** ●

The focus here  
is on the  
*present.*

**Problems** ●

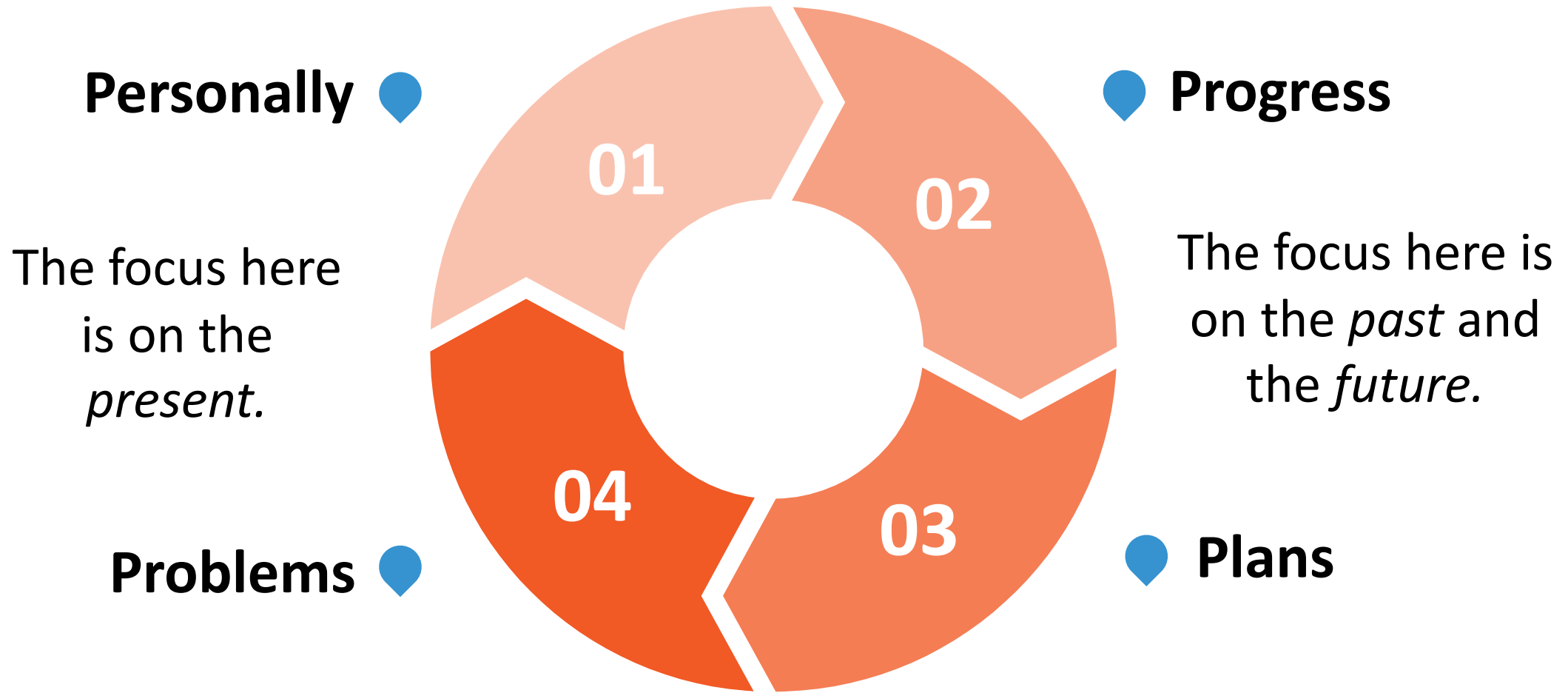


# Sales One-on-One Meeting Flow





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# How to Have Effective One-on-One's with Your Salespeople

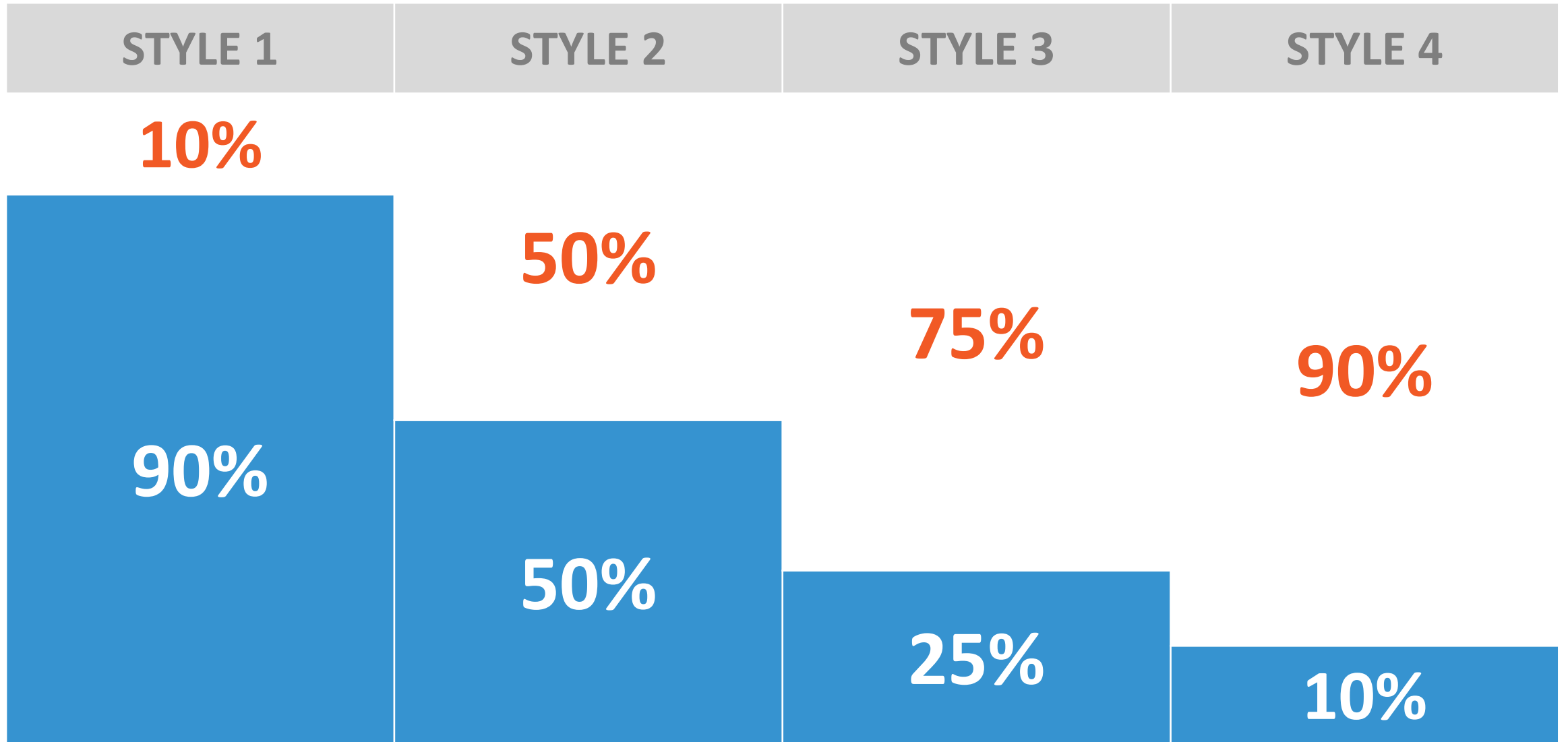
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**STEP ONE:** The Agenda

**STEP TWO:** The Flow

**STEP THREE:** The Conversation

# Talking versus Listening by Style





# How to Have Effective One-on-One's with Your Salespeople

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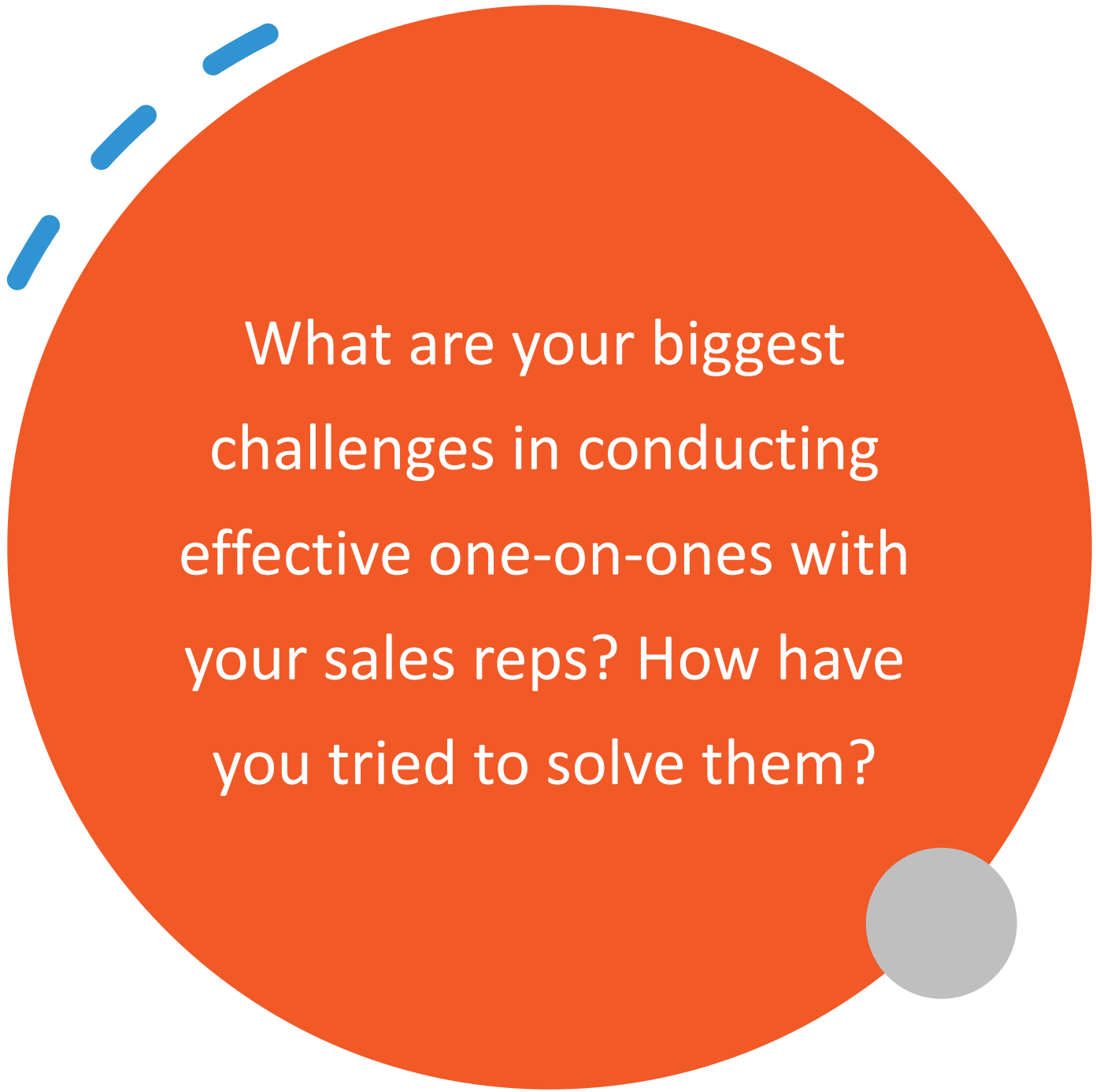
**STEP ONE:** The Agenda

**STEP TWO:** The Flow

**STEP THREE:** The Conversation

**STEP FOUR:** The Cadence

**STEP FIVE:** The Follow-Through



What are your biggest challenges in conducting effective one-on-ones with your sales reps? How have you tried to solve them?

# 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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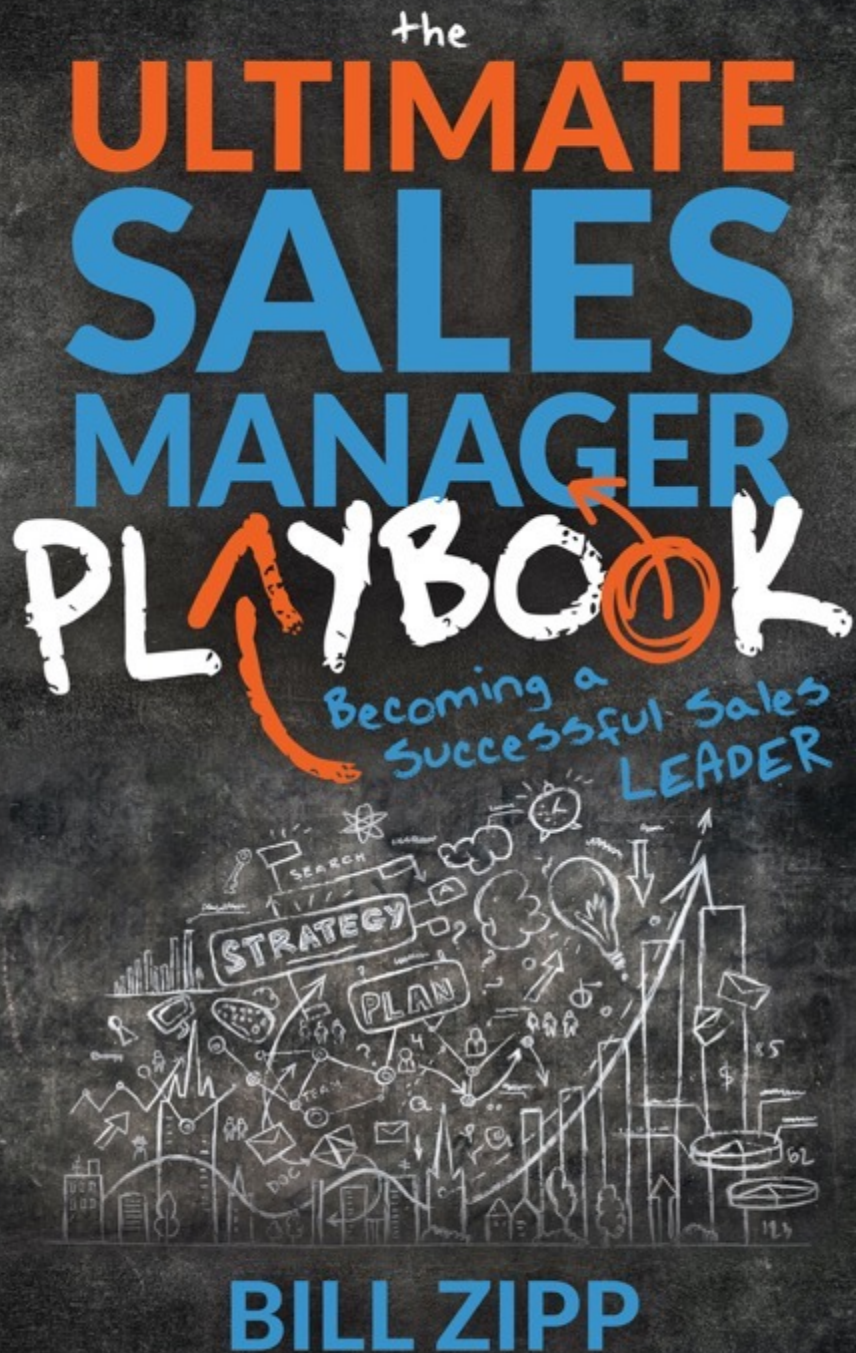


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# Situational Sales Leadership

Monday, April 4, 11, 18

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Do these two things:

1. Complete the cumulative *Situational Sales Leadership* quiz.
2. Watch my YouTube video series.

**Your Dedicated Web Resource Page:**

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