

Sales Management Survey (SMS) /

Sales Management Survey (SMS) provides Sales managers with feedback on their management skills and practices. Sales managers are responsible for implementing strategies within the organization and achieving sales goals. They also have a major responsibility for maintaining the organization's quality of working life. The skills required for effective management are specific and identifiable. The SMS gives the Sales manager feedback on those skills from the people who observe them every day. This feedback is a powerful starting point for Sales managers to enhance their management skills.

APPLICATION

Management development designed to add thought leadership to the traditional Sales Manager role

AUDIENCE

First-line and middle sales managers

RESPONDENTS

Self, Supervisor, Peers, and Direct Reports

QUESTIONS

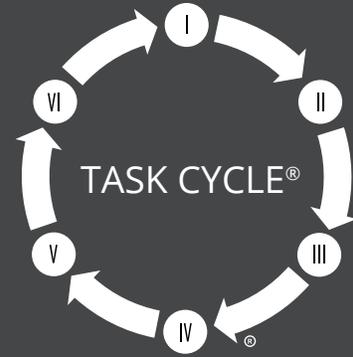
72 questions, 3 open-ended



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SMS survey and Task Cycle are intellectual properties of TBC.

Underlying Model



The Task Cycle is a validated organizing tool that can help leaders know where to focus their development. It is presented as a logical sequence of events, with each phase contributing to achieving the final goal. A leader's performance across the Task Cycle phases is predictive of how others perceive their impact on the organization.

SMS Leveraging Sequence

1

ESTABLISHING THE PURPOSE

Presenting fresh ideas and long-range vision, utilizing clear communication and demonstrating the courage to take risks.

2

LAYING THE FOUNDATION

Solid decision-making, collaborative planning, and effective conflict management.

3

SUSTAINING THE EFFORT

Developing strong teams and guiding individuals toward success.

4

FEEDBACK

Providing employees with feedback on their performance.

5

DRIVING TOWARD SUCCESS

Setting performance standards, demonstrating enthusiasm, delegating responsibility, and appropriately utilizing authority to get results.

6

RECOGNITION

Acknowledging the contributions of others.

OUTCOMES

Tension Level and Overall Effectiveness are leveraged through the mastery of Task Cycle phases.