

Would your sales reps pay for an hour of their manager's time?

Front line sales managers are the linchpin of the commercial engine, but too often, sales reps don't get value from them. Here's how to change that.



The coaching conundrum

In our recent Bain/Dynata survey of **260 sales reps** in the US and UK



only **46%**

of sales reps said they would be willing to pay at least **\$1** for an hour of their manager's time

Why?

Too often, managers are **stretched thin** and do not know how to **effectively coach** and **support** their staff

Constant communication is key

Top-performing sales reps **have more frequent** and **higher-quality interactions** with their managers.

Percentage of respondents having **weekly one-on-one** sessions

34%

Low performers

60%

Top performers

What top managers do:



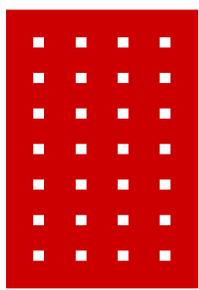
Spend more time on **coaching and strategy**



Spend less time on **process and administration**

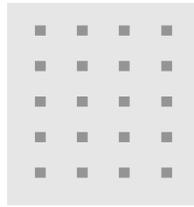


More likely to **consistently review account plans**



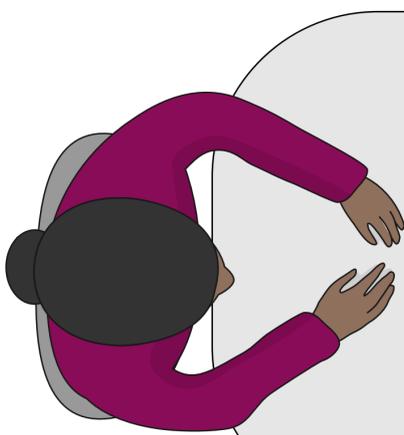
78%

of managers at **leading firms** regularly review account plans



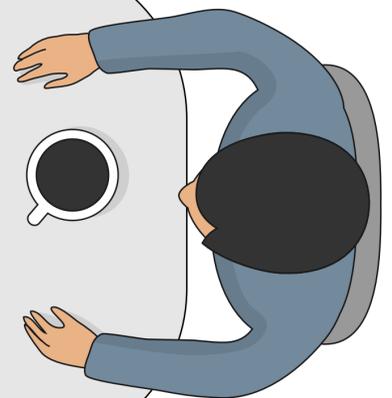
46%

at **laggards**



Three steps to sales team success

Leading managers use three recurring meetings to get their sales reps to value their time together:



Weekly one-on-ones

for skills coaching and selling strategies

1

Sales reviews

to discuss account plans

2

Regular virtual ride-alongs

to observe reps in selling situations and identify where to improve

3