



## ***HOW TO PROMOTE A SALES PERSON TO SALES MANAGER SUCCESSFULLY***

A direct sales position is quite a different role than that of a sales manager. As such, it requires a different skill set to be successful. I think this is one of the biggest reasons why so many sales people fail when they are promoted to management.

Earlier in my career, I was a top producing sales rep who was promoted into management. I was one of the few who made this transition successfully, eventually developing into a top producing sales manager as well. Looking back, I think there were four basic reasons why I was able to make this move, where so many others have not.

1. I had a very strong desire to move into management. In fact I approached the company with my aspirations, as opposed to them approaching me.
2. I had the right personality that was a good fit for management. In fact, I was actually formally assessed to ensure that I had the personality traits and aptitudes that are required to be successful in management.
3. I did not initially have all the skills of a sales manager. Therefore I was given proper sales management training, and was properly mentored through my development.
4. I did not have to take a pay cut to go into management. I was compensated based on the team's performance, with the opportunity to earn a higher income as a successful manager than I could as a successful sales representative previously. This motivated me to develop 10 more independent top producers, as opposed to just selling on their behalf by myself.

As I said, looking back, I really believe that if any of the four of the above were missing, I would have just been another sales rep who couldn't cut it as a sales manager.

If you or a member of your team has recently been promoted into sales management, download [Action Plan for Sales Management Success](#). This [sales management training program](#) includes the techniques used by today's top producing sales managers and comes with 100% money back guarantee. It's also available as a [sales management training eBook](#).

### ***Aim Higher!***

Susan A. Enns, B2B Sales Connections

Susan A. Enns is managing partner of B2B Sales Connections, an online sales training website with free sales resources, a specialized job board & free resume listing services for business to business sales professionals. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. Her accomplishments include consecutively being the top sales rep in Canada, managing the top sales branch, and achieving outstanding sales growth in a national channel sales organization.

She has written the eBooks "Action Plan For Sales Success" and "Action Plan For Sales Management Success", created numerous automated sales tools, and she writes and edit the company's newsletters. Her work has been published in several locations numerous times and has sold on four separate continents.



Susan has served on the Leadership Executive of the Sales Professionals of Ottawa (SPO) since 2008, and is currently the association's President. She has also been a guest lecturer at the School of Business at Algonquin College as well as a guest speaker for SPO. For more information, visit [www.b2bsalesconnections.com](http://www.b2bsalesconnections.com) or contact Susan directly at [www.twitter.com/SusanEnns](http://www.twitter.com/SusanEnns), or [www.linkedin.com/in/susanenns](http://www.linkedin.com/in/susanenns).