

Name _____

Navigating the World of Sales Managers

Short Answer Key

1. The primary responsibility of a Sales Manager is to lead and guide the sales team to meet and exceed sales targets.
2. One important skill that Sales Managers need to have is leadership.
3. A Sales Manager might start the morning by reviewing sales reports and performance metrics from the previous day.
4. Analytical skills are important for Sales Managers because they analyze sales data, market trends, and customer feedback to make informed decisions.
5. Sales Managers support the sales efforts through collaboration with the marketing department by developing promotional campaigns that align with sales strategies.

