

Name _____

Navigating the World of Sales Managers

Open-Ended Response Answer Key

1. Answers may vary, but a Sales Manager could approach coaching by providing constructive feedback, setting achievable goals, and offering support and resources to help the sales representative improve their performance.
2. Challenges in negotiating deals with potential clients may include price disagreements or contract terms. Sales Managers can overcome these challenges by conducting thorough negotiations, finding win-win solutions, and maintaining good relationships with clients.
3. The role of a Sales Manager contributes to the overall success of a company by driving sales growth, expanding the customer base, and ensuring the sales team is aligned with the company's goals and values.
4. A real-world scenario might involve a Sales Manager identifying a bottleneck in the sales process, reevaluating the strategy, and implementing changes that led to increased sales and improved efficiency.

