# Effectively Manage Remote Sales Teams Executive Briefing

### Summary

This training will teach remote sales managers tactics for effectively supporting and managing their employees. It will guide managers in constructing a detailed manager cadence plan, ensuring critical sales management tasks are completed at an optimal cadence, thereby enabling managers to optimize their time and drive exceptional team performance.

### Our Recommendation

* Establish a solid foundation for managing remote sales teams by setting clear expectations at the organizational, team, and individual levels.
* Create a sales management cadence, which includes scheduling regular interactions related to team building, individual performance, and development to significantly impact remote sales employees’ engagement and productivity.
* Take the time to get to know your remote employees personally. This goes a long way toward building a trusting relationship, combatting the issue of loneliness, and gaining their commitment to the organization and team.

### Client Challenge

* Remote sales team members must rely upon collaboration technology to communicate and collaborate.
* Management practices and approaches that work face-to-face do not always translate effectively in the context of a remote sales team.
* Managers cannot rely upon spontaneous social interactions that happen organically to build meaningful and trusting relationships. Space, time, and extra effort need to be made for this to happen.
* Loneliness and feeling disconnected and isolated from the organization is a common challenge for remote workers. Left unaddressed, these feelings can result in poor performance and short tenure.

### Critical Insight

* Effective communication is critical to the successful management of a remote sales team. Managers must make sure that the process and expectations around communication and collaboration are established, understood, and followed by all team members.
* One of the most important things managers can do for their remote sales reps is help them foster a network of support within the organization. Having an network of support can be critical to their success. It not only helps them as they enter a new role to become proficient quicker but also provides them with ongoing connection to the organization, enabling them to feel part of a team.
* It is critical to instill a mindset of accountability with remote sales employees, as managers do not have a view into their daily activities. Building trust and empowering remote employees is key to fostering their accountability.

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### Get to Action

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| 1. Review current HR and Sales processes and customize the training deck. | 1. Review the training deck. 2. Customize the training deck as necessary.   **Deliverables:**   * Training Deck: Effectively Manage Remote Sales Teams * Case Studies: Effectively Manage Remote Sales Teams * Sales Management Cadence Template * Sales Management Cadence Tool * Sales Manager Action Plan Template * Remote Sales Team Communication Plan Template * Remote Sales Team Questionnaire * Sales Activity Matrix Tool * Team Charter Template * Sample Rules of Engagement Handbook * Effectively Manage Remote Sales Teams Training Role Play Activity * Effectively Manage Remote Sales Teams Training Session Knowledge Quiz * Effectively Manage Remote Sales Teams Training Session Feedback Form |
| 2. Follow up after the training. | 1. Plan to support managers of remote sales teams once formal training is complete.   **Deliverables:**   * Sales Manager Action Plan Template |

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