



'Qualities of a Sales Leader' ©

Bonus Program Outline

Audio CD Program

Are You a Sales Leader? By Title Or Merit?

21 Qualities of a Sales Leader:

1. I lead by example...
2. I always speak the truth...
3. I have a positive approach...
4. I set and achieve goals together...
5. I take incoming sales calls...
6. I make outside sales calls with reps...
7. I make follow-up phone calls...
8. I take customer complaint calls...
9. I support my staff...
10. I make calls to sales we lost...

NOTES:

AMERICA'S LEADING PROFIT AND CASH STRATEGIST



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NOTES:

- 11.** I make customer thank you calls...
- 12.** I visit key accounts with reps...
- 13.** I use real time sales reports...
- 14.** I ask for feed-back...
- 15.** I give positive encouragement...
- 16.** I am not afraid to reprimand...
- 17.** I don't play favorites...
- 18.** I give rewards often...
- 19.** I train and I take training...
- 20.** My turn-over is low...
- 21.** I have fun...

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