

## Strategic Sales Reinforcement - Leadership vs. Management

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The debate on the differences between *leadership* and *management* has been raging for decades. My simple definition is this: You manage tasks and lead people.

Since we are wrapping up this series of articles, I thought it prudent to summarize leadership items vs. management items as they relate to building a better sales force – our objective at the outset of this series.

### Developing a Sales Strategy

- ✓ *Leaders* create, communicate, align, and provide direction relative to the strategy.
- ✓ *Managers* measure, monitor, and inspect the staff implementation of the strategy.

### Strategic Sales Staffing

- ✓ *Leaders* determine and define the talents needed of the staff, as well as the processes needed to secure the staff (i.e., direct or indirect sourcing).
- ✓ *Managers* interview and select the staff that will implement the strategy, and detail their roles and responsibilities.

### Strategic Sales Training

- ✓ *Leaders* ensure the alignment of the strategy with the people throughout the training, while setting the stage and overall plan for reinforcement.
- ✓ *Managers* establish metrics, inspect, and apply the training while also creating a culture of accountability to the program.

### Reinforcement Strategies

- ✓ *Leaders* ensure that the proper culture exists, that tools are in place, and that accountabilities for the ongoing reinforcement and execution of the plan are clearly articulated to management and staff.
- ✓ *Managers* ensure that the appropriate number of meetings (both group and one-on-one), field inspections, and regularly scheduled reviews take place to guarantee alignment of the staff objectives to the strategy.

So, leaders lead people and managers manage and inspect people's tasks and programs.

I hope you enjoyed this series of articles. Check back often for further detailing of these and other concepts as we tackle more issues of selling in today's ever changing economy.

Until then...

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