

# SALES LEADER

## RULES OF ENGAGEMENT



I will allow my salespeople to lead the account.



I will only enter a selling situation when there is no other way to close the sale. I will fully engage the salesperson in this process.



I will not offer discounts to gain a last-minute order.



I will manage the numbers to exceed 100%, allowing room for any fall out.



I will create true expectations with my salespeople & customers with regard to the timing and size of year-end orders.

I will foster support of my salespeople from all levels of the company, ensuring there are resources to handle year-end business.



I will proactively manage vacation and holiday calendars for my team heading into year-end.



I will challenge my salespeople to understand how their customers manage vacation and holiday calendars heading into year-end.



I will support my salespeople to make the year-end number and position our team to achieve next year's number.



I will not make careless decisions that help us achieve this year's number but hurt us next year.



**THE SALES HUNTER**<sup>®</sup>  
MARK HUNTER

402.445.2110 | [Mark@TheSalesHunter.com](mailto:Mark@TheSalesHunter.com)  
[www.TheSalesHunter.com](http://www.TheSalesHunter.com)