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good manager listens to their team and works with them to help create a work environment thats constantly changing. As a sales manager, you are as much an overseer as a solution provider for your sales team. If you notice issues that could be solved more efficiently, it would be your responsibility to do so. Here are some short-term long-term solutions for empowering your sales team. As mentioned earlier, salespeople used to have to dig through the Yellow Pages for contact information. These days are long gone, and your team should be set up to take advantage of all the amazing software available to them. For example, a modern sales automation platform might have features like personal email sequences, which send an automated series of templated emails to your contacts, or click-to-call, which is exactly what it sounds like: you click a number in your database, and the call is automatically made and recorded. Once the call is over, it is logged for future reference. Thanks to always-improving technology, todays salespeople have access to automation tools, collaboration software, remote access to sales materials, and cloud-based CRMs to make their jobs quicker and easier than in the past. Be sure to give them the right tools for the job! Nutshell has what youre looking for.Explore Nutshells Features Sales can be a difficult gig, and if you hadbecome a sales manager after being a salesperson, you know this deep down. Some days are just plain bad, filled with rejection and hangups. So why do people keep showing up for work?Why wouldyoukeep showing up for work? Humans need the motivation to continue pushing uphill, even when faced with constant challenges. You can give your sales team that motivation by offering incentives for meeting and beating goals, going above and beyond, and finding new lead sources for their pipelines. Whether those incentives include money, days off, extra vacation time, flex time, or some other form of award, keeping your team motivated will pay off and help you meet your benchmarks. Related:How to Use Slack to Motivate Your Sales Team How can you know how your sales team is doing sales-wise if you arent tracking progress and results? All the calls in the world wont result in more sales if you dont continuously measure and optimize your processes. But heres the kicker:You need to be measuring real numbers and not just How many calls were made today? Some things to keep in mind: Calls do not create revenue.If you called 1,000 people and made one sale, or called 100 people and made five, which is the better measure of how your salespeople are performing? All leads are not created equal.Be sure you are providing your team with a healthy sales funnel full of actual potential clients, not just a random list of people. Spend money on targeted advertising, buy lead lists of contacts in your target industry, or generate leads organically through an inbound marketing campaign. Existing clients can be easier sales. What happens after a sale? Does the client disappear, never to be heard from again? Or did your salesperson have a good relationship with them, which kept them coming back again each time they needed something? Keeping track of your client retention rate is a valuable way to measure how well your sales team is performing. Related:4 steps to quality CRM data No oneOK,almostno onewants to work in a windowless room, under yellow lighting, at desks they have to share with five other people, for a miserable boss, and for less money than they could earn elsewhere. So, what can you do to create a company culture that encourages your team members to show up and do their best? You can provide them with some key things, including: Remote work opportunities. Regular salary increases. Professional development classes. A culture of open communication between staff levels. Feedback and encouragement Recognition of their achievements. Company-wide events, competitions, and games. Good company culture starts at the top, and, well, thats you.You are the one looking to create a successful sales team, and youre going to be the one responsible for supporting them. A poor company culture could result in higher-than-average staff turnover, which hurt your sales and company dynamic if you have to continuallyhire and onboard new employees. Creating a successful sales team will take some work, but the time and effort you invest will pay off. If you implement some of these suggestions, you will be able to build a sales team with the best people, meet and exceed your sales goals, and have a happy, healthy workforce. Trust us, we knowwe live and breathe sales every day, and if you need some assistance,Nutshell is designed to help you get there. Nutshells affordable all-in-one CRM software helps your sales team organize and stay on top of leads so your company can continue to convert leads into loyal customers. With pipeline management tools, your sales team can keep track of where leads are coming from, prioritize them, and connect with each of them in a timely manner. Nutshell takes the headaches out of contact management and streamlines it into a process that spells success for you. Learn more about how Nutshell can round out your sales team by starting a free trial today or attending a live virtual demo. You can also speak to our expert team about your business specific CRM needs. This article is part of our Playbook for Managing a Sales Team. LIVE DEMOready to see Nutshell in action? Attend a live guided tour!SAVE YOUR SEAT BACKTOTOP In a world where startups are born and vanish at a kaleidoscopic pace, individuals who possess not only vision but also proven experience in building sustainable business structures attract special interest. Georgii Dubovyj, with over twenty years of experience in leadership positions in international companies and his current role as Business Developer for Startups, represents precisely such a blend of experience and innovative thinking. Georgii, your professional path impresses with its breadth: from an engineer-electrophysicist at the National Technical University of Ukraine to founder and leader of companies in logistics, luxury retail, and even biotech research in Poland. What was the initial impulse for the transition from the technical sphere to business, and which milestones of your early career do you consider key to shaping your current approach to business development? Thank you for such an assessment. Indeed, my path has not been linear. My degree in engineering-electrophysics laid the foundation for systems thinking, the ability to analyse complex processes and find non-trivial solutions qualities that are invaluable in business. However, even during my studies, I realised I was drawn to market dynamics, interaction with people, and building systems not only technical but also commercial. My early experience as a sales representative at British American Tobacco became a real field school: building a client base from scratch, responsibility for results, and understanding sales psychology. Then came an important stage at IQ Management Ukraine, the representative office of a Danish company, where I built a distribution network for dairy products across Ukraine and managed a team of sales representatives. This marked a transition from individual performance to managing teams and systems. Studying marketing in Hamburg and later deepening my knowledge of accounting and finance complemented practical experience with theoretical grounding, allowing me to see business as a holistic financial-economic model. Each stage was not just a step but an element forming a comprehensive vision. You have unique experience managing large teams over 100 people in various industries, such as international transportation (Ukrainian Transport Group, DGF Group) and luxury goods distribution (Jindo Rus Ukraine). What is your philosophy for forming, managing, and, importantly, transforming teams capable of showing high performance in such different operational and cultural environments? The foundation of my philosophy is the synergy of a clear structure and human potential. Regardless of the field, whether logistics where precision, discipline, and coordination are crucial or luxury retail where client orientation, product knowledge, and the ability to create a special atmosphere come to the forefront the key principles remain unchanged. First is clarity of goals and expectations. Every employee, from an international truck driver to a sales consultant in a high-end boutique, must clearly understand their role, tasks, and performance evaluation criteria. Second is the right selection of people. I always looked for not just performers, but people with potential who shared the companys values. In the luxury segment, this was especially critical to find people capable of representing global brands. Third is creating a motivation system both financial and non-financial that stimulates not only individual achievements but also teamwork. Implementing incentive and sales stimulation systems was an important part of my work already at IQ Management. And finally, leadership by example and trust. Team transformation is only possible when the leader is ready to change themselves, open to feedback, and delegates authority, giving people the opportunity to grow. Managing a team of 100+ people requires building an effective management hierarchy and systematic reporting, which we successfully implemented, for example, at Jindo Rus Ukraine at the national and regional levels. How do you manage to develop and implement effective business strategies for such diversified areas, and are there universal strategic principles? Absolutely, there are universal principles, although tactical tools may differ drastically. The first principle is deep market and customer understanding. Before forming a strategy, its essential to thoroughly study the environment, competitors, and needs of the target audience be it cargo shippers in logistics or potential biotech product consumers. The second principle is financial discipline and focus on profit and loss. My background in finance and accounting allows me to view any business through the lens of numbers. Planning, cost control, and profitability management are the foundation of any enterprises sustainability. The third principle is adaptability and readiness for innovation. Markets change, technologies evolve. A successful strategy is not a frozen dogma but a flexible plan ready for adjustments. An example is our decision to diversify into biotechnology. We saw a promising niche and invested in developing a unique extraction technology. The fourth principle is building a strong operational base. Whether its well-tuned logistics and customs procedures in a transportation company or a streamlined lab and production process in biotech without a reliable foundation, a strategy remains just words on paper. The awards of the Ukrainian Transport Group Best International Carrier in the CIS in 2007 are exactly the result of synergy between strategy and operational efficiency. Currently, you are actively developing as a Business Developer for Startups. Based on your extensive experience managing both established companies and projects at the formation stage (e.g., building distribution networks from scratch), what are the most common mistakes or growth areas you observe in modern startups, and how does your experience help them avoid these pitfalls? Startups are about energy, speed, innovation. But they often lack the systematisation and strategic depth typical of mature companies. One common mistake is underestimating the importance of financial planning and control. Enthralled by the product or idea, founders sometimes forget about unit economics, cash flow, and cost management. My knowledge and skills help startups build a healthy financial model. The second problem is chaotic team and process building. At the start, this may work, but during scaling, it leads to collapse. My experience in creating and transforming teams of over 100 people, implementing management reporting, and building distribution networks from scratch allows me to help startups lay scalable organisational structures and processes. The third growth area is an underdeveloped go-to-market strategy. With my experience forming markets for new products and brands in Ukraine, I help startups more clearly define their target audience, promotion and sales channels, and build partnerships. Essentially, I offer startups not just advice, but practical tools and approaches from the big business world, adapted to their speed and flexibility, helping them avoid costly mistakes and accelerate their path to success. If you were to summarise the essence of your approach, Georgii, what three fundamental pillars would you highlight as the foundation for building any successful, sustainable business and effective team? I would probably highlight three main elements. First People. Finding the right people, creating conditions for their growth, motivating and uniting them with a common goal this is the absolute foundation. Without a strong engaged team, even the most brilliant strategy will remain unrealised. Second System. A successful business is a well-functioning mechanism. This includes everything: financial flows, operational processes, sales, marketing, team management. A systematic approach based on data and clear procedures ensures stability and scalability. My engineering and financial education are a great help here. Third Vision and Adaptability. One must be a strategist to clearly understand where youre leading the company, but also be ready to respond flexibly to changes in the external environment, explore new directions, as we did with biotechnology. Stagnation is the beginning of the end. Continuous development, learning (I myself have gone through various courses and trainings in Germany and Ukraine), and openness to new things are the key to long-term success. Thank you, Georgii, for such an insightful conversation. Your journey clearly demonstrates how the synthesis of strategic vision, a systematic approach, and a focus on developing human capital makes it possible to build successful companies across diverse industries. Thank you. I was glad to share valuable insights based on my rich and multifaceted experience!

How to build a sales team. Building a sales team from scratch. How to build the best sales team.