



# Sales Manager Leadership Style Survey

- Questionnaire and  
Interpretive Notes -

constantior



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## Sales Manager Leadership Style Survey

The leadership style survey on the following pages is designed to give you as a Sales Manager:

- An indication of your dominant leadership style used with your sales team.
- A clearer view of your back-up styles.
- An understanding of why you find some situations easy to manage, others more difficult to manage.
- Awareness of how your sales people see you as you lead and manage them.
- Ideas on how you can work with your sales team members to get the best out of you and them.

The survey is not a test.

There are no right or wrong, good or bad answers.

Please answer the statements honestly.

Answer the statements as you see yourself **now**.

In descending order rate your preferences when it comes to leading your sales people. In each section give 5 points (high) to your most preferred action, 4 points to the next, then 3, 2, and 1 (to the least preferred action). Insert the points in the box to the left of each statement.

## Sales Manager Leadership Style Survey

### A. WHEN SETTING OBJECTIVES FOR MY SALES PEOPLE I LIKE TO:

- ☐ 1. Discuss them openly and arrive at a joint decision on the sales target and other objectives.
- ☐ 2. Pass on my manager's requirements and tell my sales people they must be achieved.
- ☐ 3. Agree the objectives and ask what support my sales people require from me.
- ☐ 4. Tell my sales people their objectives and invite their involvement in how best to achieve them.
- ☐ 5. Outline the objectives to my sales people and give them limits to work within to achieve them.

### B. I PREFER, WHEN SETTING AND AGREEING SALES PLANS, TO:

- ☐ 6. Work out a sales plan and invite comments from my sales people before finalising it.
- ☐ 7. Have my sales people present me with their sales plans for my approval/support.
- ☐ 8. Jointly work out and agree sales plans with my sales people.
- ☐ 9. Work out the sales plan in detail myself and impose my plan.
- ☐ 10. Do some thinking and have my sales people come up with their sales plans within guide lines.

### C. MY SALES PEOPLE TELL ME THAT WHEN I ESTABLISH MONITORING AND MEASUREMENT METHODS WITH THEM THAT:

- ☐ 11. They understand why the methods are necessary and are grateful to have been consulted on their use.
- ☐ 12. They don't see the point of the methods and they resent them.
- ☐ 13. They appreciate the freedom I allow them in using the methods.
- ☐ 14. They feel committed to the methods because they have come up with them.
- ☐ 15. They like the joint decision-making approach I use to creating and using the methods.