

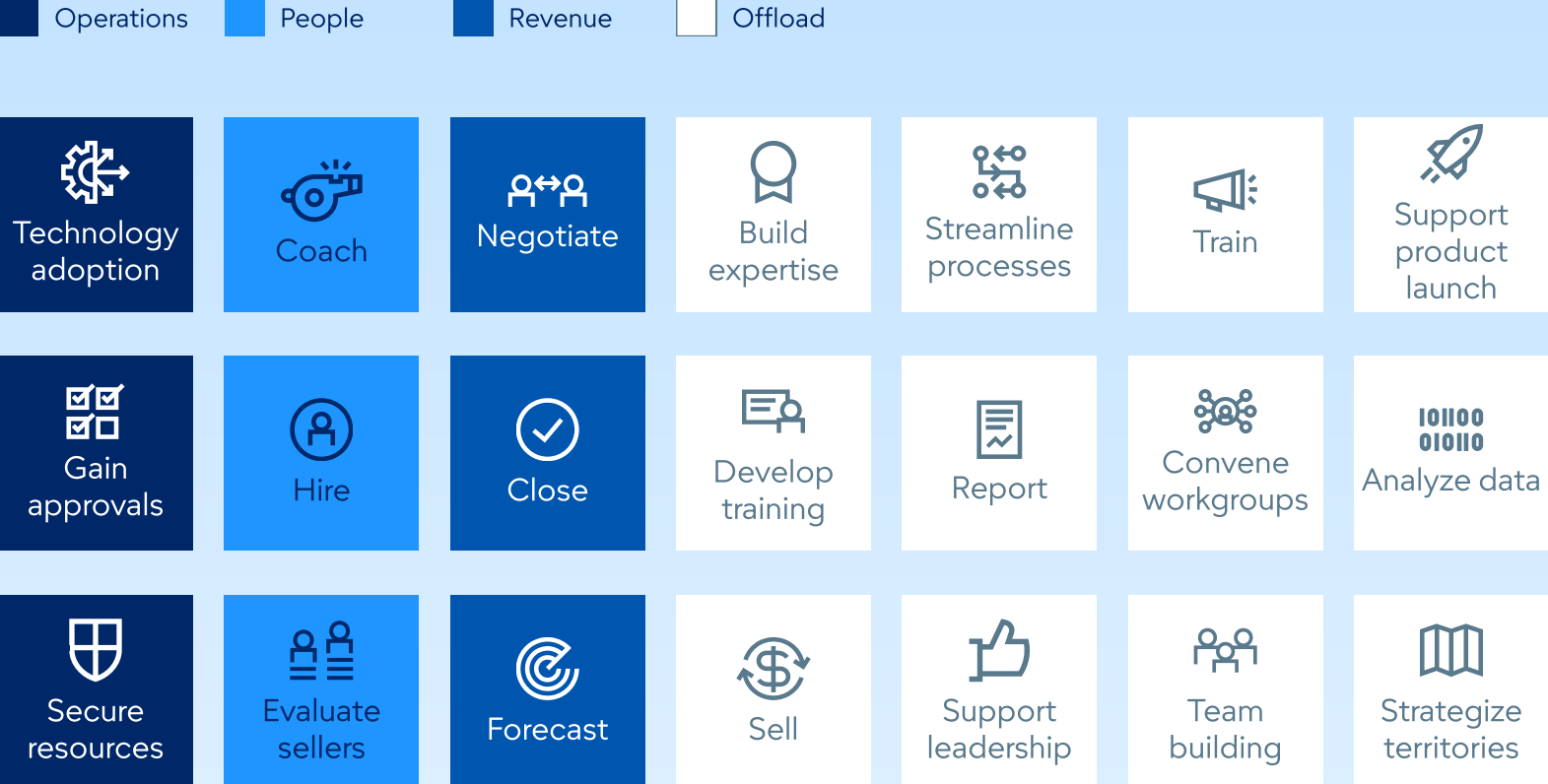
Redesigning the Sales Manager Role of the Future

A manager with role clarity can have a 3.2x impact on seller performance.

Sales managers should be a force multiplier. They can drive up to 6x better seller performance, yet only 18% lead high-performing teams today. The issue isn't just manager capability; it's the role design.

When organizations create role clarity and protect manager capacity for coaching, they're 3.2x more likely to achieve strong team performance.

Refocus the sales manager role on people, revenue and operations



Reinvent the role’s purpose

63% of CSOs and senior sales leaders rank selling and closing as a top desired activity for managers.

Many organizations lack a clearly defined purpose for the sales manager role, leading to inconsistent priorities and performance across teams.

Key actions

- Align the manager role with business strategy.
- Create a standardized manager purpose across the organization.
- Streamline and simplify manager focus areas.

Audit manager activities

Over 50% of managers say their day-to-day responsibilities are completely different from their formal job descriptions.

Without clear expectations, managers independently choose and prioritize activities, creating role variance and uneven team performance.

Key actions

- Conduct manager interviews and workflow assessments.
- Analyze time spent across manager activities.
- Identify high-value versus low-value work using this [case study](#).

Rebuild the impactful future role

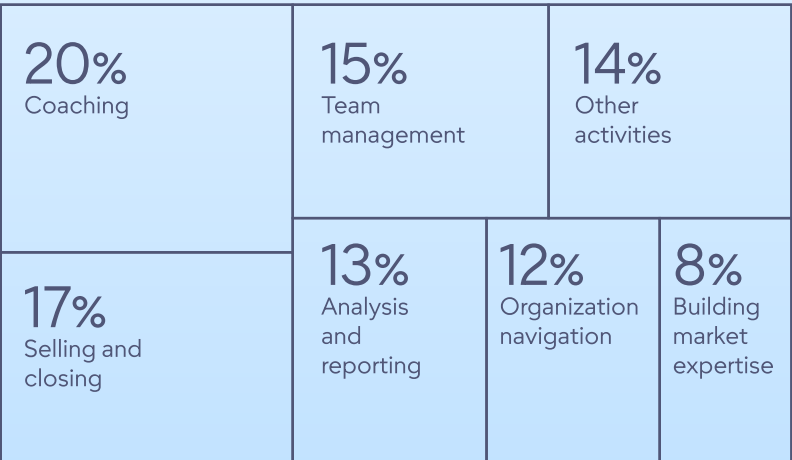
Prioritize manager focus to see a **30%** improvement in time spent on impactful activities.

The most effective manager roles prioritize activities that uniquely drive seller success while reducing administrative burden.

Key actions

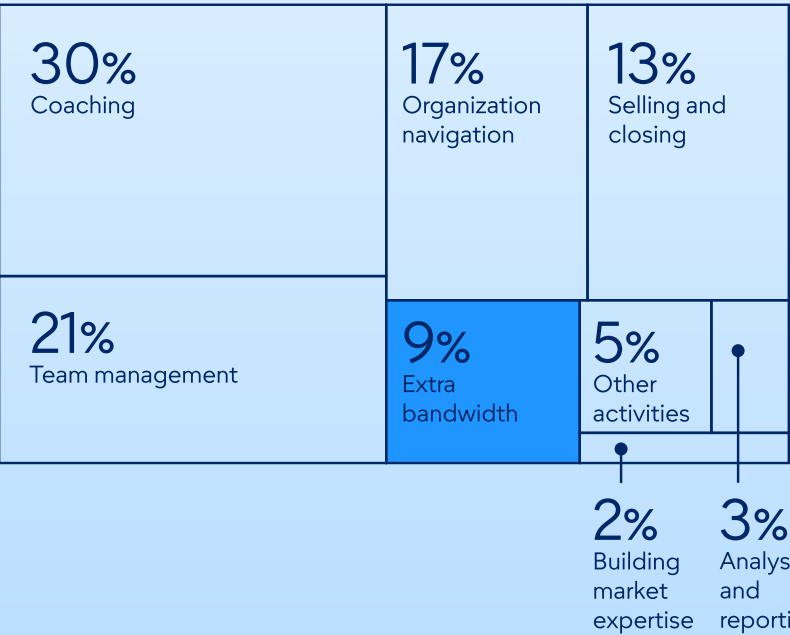
- Focus managers on people, revenue and operations.
- Automate, offload or eliminate low-impact work.
- Prioritize coaching and team-performance activities with the [Seller Time Spend Assessment](#).

A manager’s week today



n = 3,600; B2B sales managers
Source: Gartner Frontline Sales Manager Diagnostic

Where the role is going



Discover how Gartner insights, case studies and tools can help you redesign the manager role for higher commercial impact.

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