

# Sales Manager of the Future Framework



Role  
clarity

## Actions



### Reinvent the role's purpose:

Define the manager's purpose with a role mission statement. It should focus on leadership, not administrative tasks.



### Audit activities and standardize targeted high impact:

Audit the manager role into activities that clearly drive value. Standardize the role by delegating, automating and eliminating redundant tasks.

Increased likelihood of strong team performance:

**3.2x higher**  
with role clarity



Contact us to see the complete  
Sales Manager of the Future Framework.

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