The 7 Habits of Highly Effective Sales Leaders — In Action

1 Be Proactive

Lead intentionally, not reactively.

Action:

- Start each week with a team priorities check-in.
- Model calm and confidence during tough quarters or deal slippage.
- Preemptively address bottlenecks before they escalate.

2 Begin with the End in Mind

Create clarity and vision.

Action:

- Set quarterly themes or team OKRs that connect to company goals.
- Use “Success Looks Like…” language in 1:1s and deal reviews.
- Build promotion pathways or skill development plans for reps.

3 Put First Things First

Focus on what actually moves the needle.

Action:

- Block calendar time for pipeline coaching—not just firefighting.
- Cancel meetings that do not serve rep performance or growth.
- Ensure reps are focused on ICP accounts and revenue-driving activities.

4 Think Win-Win

Balance accountability with empathy.

Action:

- Celebrate team wins and personal growth moments.
- Provide feedback that is direct but grounded in care.
- Align incentives that reward team collaboration, not just individual performance.

5 Seek First to Understand, Then to Be Understood

Listen like a coach, not just a manager.

Action:

- Open 1:1s with “What’s on your mind?” before diving into metrics.
- Run skip-level interviews or do rep feedback surveys regularly.
- Sit in on customer calls to understand frontline reality.

6 Synergize

Break silos and amplify collaboration.

Action:

- Co-create playbooks with Marketing and CS.
- Pull product and ops into QBRs to build shared context.
- Highlight cross-functional wins in team meetings.

7 Sharpen the Saw

Invest in yourself and your team.

Action:

- Attend a sales leadership cohort or workshop.
- Read one book per quarter and share takeaways with your team.
- Encourage reps to carve out time for skill development—then protect it.

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