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How To Become A Successful Sales Manager

Management is one of the most popular specialties in the 21st century. Most young people want to become managers to open their own business or just to be bosses. However, it is not as simple as it seems. University degree is often not enough to start and run business properly or to be a good boss. So, what is needed then?

Let us consider one of the most popular branches of management - sales management – in order to understand how to become a successful sales manager. First of all, much depends on the inborn qualities of a character and the ability to find a common language with different people. A good manager, basically, is a good psychologist and it is hard to argue about it.

Another important skill of a successful sales manager is his ability to speak. It does not mean that his speech must be full of scientific definitions, formulas and complex terminology. The speech should be “alive”, that means it must satisfy some specific characteristics such as:

1. *Sincerity and naturalness.* The fewer phrases learnt by heart, the more of your own opinions and smiles. The talk with a client should be like a conversation with a friend who needs your sincere advice. But it is important not to overdo.
2. *Speech organization.* A sales manager not only sells – he leads the conversation. More simple and spoken constructions rather than book expressions should be used. It is also necessary to give a word to a client, listen to him attentively and lead the dialog, not the monolog. Then a client feels himself important and necessary.
3. *Emotionality.* A manager should not be afraid of showing his real emotions. The best solution is to listen and react to your interlocutor’s words as if he is your best friend and he tells you a significant story.

Moreover, there are some other relevant skills necessary for a good manager like creativity, erudition, diplomacy. Also it is meaningful to be patient and purposeful, because you will not always achieve what you want with the first attempt. You should not get upset and stop in the middle, but always go ahead. Some difficulties only motivate a good manager to become more hardworking. The manager will be successful if he is confident, able to motivate and respect people around, not afraid of failures and is easily appealed for help or advice.

Achieving success is possible only with the activity you like. This is not about the love for result and victories but for the process. A lot of researches prove that a client buys neither a company nor a product. He “buys” a person who he will work in future with.