

## Top 3 Ways to Make Leadership Simple

Leading a sales team can be tough—targets, high-pressure environments, and the constant need to perform. Leadership doesn't have to be complicated, even when everything around you is. Here are three ways to make your leadership simpler for you and your team.

### 1. Manage the Pressure

Sales leaders are under a lot of pressure to perform, and when that stress builds up, it's hard to lead well. Stressed leaders either fight, run away, freeze, or try to make everyone happy. That's not great for your team! When you feel like you're about to snap or avoid things, take a second to calm down before talking to your team.

**Pro tip:** Manage your environment first, then yourself. Know what triggers you—like tight deadlines or end-of-quarter stress—and get ahead by planning, delegating, and setting clear expectations with your team.

### 2. Know Your Impact

Do you really know how you're affecting your team? Have you asked them? We all have blindspots, but your team sees what's going on. They're impacted by how you show up every day. Sit down and ask them for feedback on how you can help them perform better.

**Pro tip:** Good feedback requires trust. If your team feels tense or distant, build that trust before asking how you're showing up. Start by asking how you can help them—and really listen.

### 3. Lead Based on Their Needs

Most leaders focus on their own goals, but what about your team's needs? Do they have what they need to hit their targets? Ask them directly. The best time is during 1:1 meetings, where you can really listen and help.

**Pro tip:** Have 1:1s at least every other week. Talk less than half the time and focus on how your team feels about their work, not just task updates.

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#### Want to make leadership even simpler?

Let's talk—we'd love to help you perform even better.