



**“Leadership is an opportunity to serve. It is not a trumpet call to self-importance.” – Donald Walters**

## **Hot Topics**

### [Sales Performance Management Market Set to Soar Past USD 6.43 Billion by 2030](#)

The increasing need for improved sales efficiency and productivity, the growing importance of data-driven decision-making and the desire for real-time visibility into sales performance and revenue forecasting is fueling the market's growth.

Setting yourself up now as an experienced sales manager with the right tools will help you tap into that immense market for years to come.

## **Skyscraper News**

### **The Power of Giving: A Reflection on Leadership**

In her insightful article, Meghan Clarke explores a pivotal trait that distinguishes exceptional leaders in the sales arena: the spirit of generosity. Drawing from her extensive career, Meghan reflects on how the most impactful leaders invest generously in others—offering their time, resources, and wisdom.

[Read More...](#)

## Leadership Tips

### Cultivating the 3 C's of Leadership

As a sales manager, mastering the 3 C's—Communication, Collaboration, and Confidence—is vital to your success and that of your team. Here's how you can actively develop these essential qualities:

#### **Communication:** Speak Clearly, Listen Deeply

Effective communication is extremely important in the workplace. It is a crucial component of successful teamwork.

#### **Collaboration:** Unity is Strength

Sales is often a team effort, and success depends on the ability of team members to work together collaboratively.

#### **Confidence:** Lead by Example

When team members have confidence in their manager, they are more likely to trust their decisions and guidance.

Remember, these skills don't appear overnight. They require dedication and daily practice—like any meaningful relationship. What steps will you take today to strengthen your 3 C's?

## Tools for Sales Managers

### One-on-One Call Template

This issue we are outlining the significance of communication that sales managers should have with their team members through one-on-one calls. This is a great way to foster positive communication in a standard 30- min format. Each call should consist of: Identifying Achievements from the previous week, goals for the upcoming week, appointment setting and a review of current challenges and obstacles.

A great Monday routine!

[Download The 1-1 Template Now](#)

Thanks for reading,  
Meghan Clarke - Founder, Skyscraper Management

