

Powerhouse Sales Manager Manual

Powerhouse Field Sales Manual
Sales Manager's Role in Guiding Field Agents

A. Mentorship & Supervision

1. Conduct Weekly Coaching Sessions

Regular coaching allows managers to track progress, correct habits early, and motivate agents. It blends learning, accountability, and team spirit.

How to Do It:

- Hold weekly 30–60 min meetings focused on targets and challenges.

- Use the 3A Method: Acknowledge, Analyze, Advise.

- Review numbers and encourage open sharing.

Examples:

Monday session: 'Mark, great job on improving conversion by 10%. Let's work on your follow-ups next.'

Friday recap: 'Team, what objections did you face? Let's role-play to improve.'

2. Review Daily/Weekly Reports and Identify Performance Gaps

Reports reveal patterns in selling behavior. A manager uses them to find areas of improvement and coach based on facts.

How to Do It:

- Review call logs, follow-ups, and conversion rates.

- Track performance vs. goals.

- Provide constructive feedback using data.

Examples:

'Jessa, good leads but weak follow-ups — set 10-minute blocks for calls.'

'Let's revisit your Pampanga route to explore more active clients.'

3. Accompany New Agents on Field Visits for the First 2 Weeks

New agents learn best through observation and feedback. Field immersion builds their confidence and professional habits.

How to Do It:

- Join 5–10 field visits with new agents.

- Let them observe first, then handle visits themselves.

Debrief after each call for quick learning.

Examples:

‘Watch how I greet the hardware owner — short, friendly, confident.’

‘Good effort. Next time, highlight the value before talking price.’

4. Provide Role-Play Practice Before Actual Deployment

Role-play prepares agents for real situations. It builds confidence and helps polish delivery, tone, and objection handling.

How to Do It:

Conduct mock presentations and phone calls.

Simulate real scenarios like price objections or warranty questions.

Record or observe sessions for feedback.

Examples:

‘Let’s role-play: You’re convincing a foreman unsure about our brand.’

‘Good job mentioning warranty; next time emphasize durability earlier.’

Manager Task

Purpose

Practical Example

Weekly Coaching

Reinforce learning and motivation

1-on-1 review every Monday to track performance

Report Review

Identify strengths and gaps

Spot low follow-up rates and coach improvement

Field Accompaniment

Build confidence and professionalism

Join agent’s first 5–10 visits and give feedback

Role-Play Practice

Develop real-life selling skills

Simulate product demo with peer feedback

B. Motivation & Performance Management

1. Set Realistic but Challenging Sales Targets

Targets should push agents beyond their comfort zone while remaining achievable. Overly high goals discourage; overly easy ones lead to complacency.

How to Do It:

Base goals on past performance and area potential.

Break monthly goals into weekly targets.

Discuss targets individually for clarity and commitment.
Treat goals as milestones, not punishments.

Examples:

'Jessa, last month was ■400K. Let's aim for ■450K — two more clients or 10 more units.'
'Team, this week's goal is ■1.2M total, ■240K each. Let's plan how to reach it.'
'You're at 85% — let's push your top 3 prospects this weekend.'

2. Recognize Achievements Weekly (Sales Rally or Team Meetings)

Recognition fuels motivation. Celebrating even small wins builds pride and momentum.

How to Do It:

Hold weekly sales rallies or team check-ins.
Announce top performers, best improvement, or teamwork awards.
Celebrate not only big sales but effort and consistency.
Encourage peer applause and unity.

Examples:

'Let's applaud Ryan — three new accounts this week!'
'Agent of the Week: Jane for top follow-ups!'
Text message: 'Congrats on closing Davao Hardware! Great persistence.'

3. Use Leaderboards and Small Rewards

Healthy competition drives results. Leaderboards and small incentives maintain excitement and focus.

How to Do It:

Post weekly leaderboards in chat or office.
Give small rewards: gift cards, lunch, or company merch.
Recognize not only top sales but most improved and best teamwork.
Ensure fair and transparent tracking.

Examples:

'Leaderboard: #1 Jane ■550K | #2 Carlo ■480K | #3 Angel ■420K.'
'Top closer this week wins a Powerhouse tumbler!'
'Every sale moves you closer to Top 3!'

4. Address Burnout Through Morale Check-ins

Sales is high-pressure work. Regular morale check-ins prevent burnout and strengthen relationships.

How to Do It:

- Schedule short one-on-one talks biweekly.
- Ask about stress levels and energy, not just sales.
- Watch for signs of fatigue or disengagement.
- Offer rest days or lighter routes when needed.

Examples:

- 'Mark, how's your week going? Any challenges I can support you with?'
- 'Appreciate your hard work. Take a breather this weekend.'
- 'Next week's lunch is on me — let's celebrate progress, not just numbers.'

Manager Practice

Purpose

Practical Example

Setting Targets

Inspire focus and accountability

'Your goal is ■450K — just two more project clients this month.'

Weekly Recognition

Celebrate and motivate performance

Sales rally every Friday with Agent of the Week shoutout

Leaderboards & Rewards

Create healthy competition

Weekly leaderboard in GC + small prizes

Morale Check-ins

Prevent burnout and sustain energy

One-on-one chats and team lunch for encouragement

C. Continuous Learning

1. Monthly Refresher Training (Product Updates & Competition Awareness)

Regular refresher training ensures sales agents stay sharp, confident, and knowledgeable about Powerhouse products and competitors. It helps them communicate value effectively to clients.

How to Do It:

- Conduct 1–2 hour sessions monthly on new products, promotions, and competitors.
- Invite suppliers or technical experts for demonstrations.
- Include role-plays and product quizzes.
- Relate each feature to customer benefits.

Examples:

- 'This month's training covers the new Powerhouse 900W drill vs Bosch equivalents.'

'Highlight the longer warranty advantage during your pitch.'
'Quick quiz: What's the torque rating of our impact driver?'

2. Field Feedback Sessions — Collecting Insights from Agents

Sales agents provide direct market insights. Managers should listen and document these inputs to refine strategies, adjust pricing, and improve customer service.

How to Do It:

Hold biweekly or monthly 20–30 min feedback huddles.
Ask agents about customer reactions, competitor promos, and logistics issues.
Recognize those who give actionable suggestions.
Forward insights to higher management.

Examples:

'Customers prefer bulk orders with free shipping; let's propose this to management.'
'Brand X offers free gloves — emphasize our durability instead.'
'Alex's feedback helped us adjust Pampanga pricing.'

3. Encourage Peer Learning and Success Sharing

Learning from peers strengthens teamwork and spreads best practices. It builds confidence and encourages sharing of strategies that work in the field.

How to Do It:

Dedicate 10–15 minutes weekly for 'Success Sharing'.
Let agents share how they closed deals or handled objections.
Encourage others to share insights in group chats.
Reward contributors who help others learn.

Examples:

'Jane, please share how you convinced a contractor to switch to Powerhouse tools.'
'Carlo's route management tip helped increase daily visits.'
'Post one field learning per day in the Powerhouse group chat.'

Continuous Learning Practice

Purpose

Practical Example

Monthly Refresher Training

Keep agents updated and confident

'Monthly session comparing Powerhouse vs Bosch drills with live demo.'

Field Feedback Sessions

Gather market intelligence

'Agents report competitor discounts; manager adjusts sales pitch.'

Peer Learning & Success Sharing

Build teamwork and shared growth

'Agent of the Week shares closing strategy at Friday meeting.'