



Sales Management Best Practices: The 5 Rights of Sales Leadership

Description

If you lead a sales team, you know the pressure is real to drive revenue, motivate the team, hit targets and keep everything aligned with company growth. But great leadership doesn't need to be complicated and there are some sales management best practices that are easy to implement. In fact, some of the best-performing teams follow one clear and simple model.

It all starts with a single question:

Do you have the RIGHT number of the RIGHT people doing the RIGHT number of the RIGHT activities RIGHT?

This five-part framework, known as the **5 Rights of Sales Leadership**, helps sales managers assess what's working, what's not and where to focus to get better results. Whether you're growing a new team or optimizing a seasoned one, asking yourself this question will help keep you focused on what really matters.

1. Do You Have the RIGHT Number of Salespeople?

Sales performance starts with having the *right* team size. You can have a fantastic process and amazing tools but if you're understaffed, you'll miss your goals. How many salespeople do you need? Start by working backward from your revenue target.

For example, let's say each rep typically brings in \$750,000 a year and your company has a \$5 million sales goal. That means you'll need about 7 fully productive reps. If you're running with five, even great sales coaching techniques won't close that gap.

It's also important to factor in ramp-up time, [turnover](#) and territory coverage. As your business grows, don't wait for burnout to tell you it's time to hire. Sales is all about numbers so use data to plan ahead.

Put This into Action: Review your sales team structure annually and adjust your headcount based on revenue goals and rep productivity.

2. Do You Have the RIGHT People?

Once you've got the right number of people, the next step is making sure they're the *right* people.

Ask yourself:

- Do they fit the company's culture and values?
- Are they motivated and accountable?
- Do they represent the brand with confidence and clarity?

Hiring a salesperson who can talk the talk but lacks commitment, curiosity or coachability can create more problems than empty seats. The right people are reliable, engaged and invested in their improvement.

These salespeople aren't just looking for commissions. They're focused on [helping instead of selling](#) and becoming trusted advisors to your clients. And when that happens, sales feel less transactional and more consultative, which leads to longer-term business.

Put This into Action: Build hiring processes that screen for values and attitude, not just experience.

3. Are They Doing the RIGHT Number of Activities?

Now that you've got the right people, the next question is whether they're doing *enough* to move the needle.

Sales is still a numbers game after all, and not just for making initial calls. Every stage of the funnel has activity requirements. If reps aren't making enough contact attempts, following up or holding enough discovery calls, deals won't progress.

This is where performance metrics in sales really matter. How many meaningful touchpoints does it take on average to generate a proposal? What's the close ratio from that first step to a signed deal?

Tracking these numbers gives you the ability to reverse-engineer success. It also makes coaching more data-driven and removes any guesswork.

Put This into Action: Use CRM dashboards to track leading indicators like outreach, meetings booked and proposals sent in addition to closed deals.

4. Are They Doing the RIGHT Activities?

High activity volume doesn't automatically equal high performance. Your team could be incredibly busy and still underperforming.

That's why focusing on the *right* sales activities is so important. Not all activities are created equal. If a rep is spending hours on low-potential leads or writing perfect emails no one reads, that time isn't generating value.

To fix this, start with a **source of business*** analysis. Look at the last 20 deals. Where did they come from? What happened before they closed? Use that data to identify which activities deserve the most attention.

You may find that calling inbound leads within 5 minutes leads to more conversions, or that following up on old proposals creates a steady revenue stream. Let the numbers guide your team's effort.

Put This into Action: Encourage your direct reports to cut out busywork and focus on what's proven to work.

****Want an easy way to analyze your business sources? We've got a tool for that! Just contact us using the form below and we'll email it over to you.***

5. Are They Doing It the RIGHT Way?

Your team is doing the right number of the right activities, but what if they're still falling short?

That's often a sign of execution gaps. In other words, they're doing the right things but *not well*.

For example:

- Are they asking smart discovery questions or pitching too soon?
- Are they listening more than they speak on calls?
- Are their follow-ups personalized and timely?

This is where [sales coaching](#) makes the biggest difference. Spending time focusing on development initiatives can make a big impact on close ratios.

Put This into Action: Make time each week for individual or team coaching. Even just 20 minutes can make a measurable difference.

Bonus: What Skills Make a Great Sales Leader?

While the 5 Rights are all about assessing your team, let's not forget what *you* bring to the table as a leader.

The most effective sales leaders are consistently working on:

- **Coaching:** Providing real-time feedback and support
- **Accountability:** Setting clear expectations and enforcing them
- **Hiring:** Spotting talent that matches the culture and values
- **Process:** Building repeatable systems and documenting what works
- **Motivation:** Creating a positive environment where salespeople want to succeed

These aren't just soft skills. They're what set apart managers from true sales leaders.

Put This into Action: Set aside time regularly to assess and [triage](#) your own leadership habits, not just your team's performance.

Final Thoughts: Lead with the 5 Rights

Sales management doesn't need to be overwhelming. When you have a simple way to assess your team, you can lead more confidently and focus your energy where it counts.

The 5 Rights at a Glance:

1. **Right number** of salespeople? Do you have the capacity to hit your revenue goals?
2. **Right people**? Are your reps aligned with your culture, values and standards?
3. **Right number of activities**? Are they doing enough to fill the pipeline?
4. **Right activities**? Are their efforts focused on what really works?
5. **Doing it right**? Are they executing with skill and intention?

Whether you're troubleshooting performance or planning for growth, this framework gives you the clarity to [squeeze the lemon](#), lead well and ultimately build a team that performs.

Need Some Guidance? Let's Take a Closer Look at Your Sales Team Together!

If the 5 Rights framework has you thinking differently about your team, you're not alone. These are the kinds of questions strong sales leaders are asking, and we're here to help you take a deeper dive.

Want to talk through how the 5 Rights apply to your specific team? We're happy to help! Just submit your information below and we'll schedule a complimentary, no obligation conversation about where you are, where you're headed and how to close any gaps.

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