



Best of BDU: Summer Sales Leadership Tips for Success

Description

Summer can be a tricky time for sales leaders. With team members taking vacations, prospects pushing off meetings and warmer weather tempting everyone to mentally check out, it can be tough to keep momentum going. However, summer doesn't have to be a slow season. With summer sales leadership tips and the right approach, it could even be one of the most strategic and productive times of year.

At BDU, we believe sales leaders should use this time to refocus their efforts, re-energize their direct reports and make smart moves that set everyone up for success in the second half of the year. That's why we've pulled together some of our best insights and tools to help you lead with clarity and confidence all summer long.

Here are our top **summer sales leadership tips** handpicked to help you keep your team focused, motivated and successful this season and beyond.

Start With Sales Triage

As a sales leader, your number one job is to help boost your team's performance and potential. That's where **sales triage** comes in — BDU's proven methodology that helps you identify the top three areas holding your reps back so you know where to focus your guidance.

Instead of trying to fix everything, sales triage zeroes in on what will make the biggest impact. Whether it's time management, setting defined next steps or uncovering prospect needs, this targeted approach helps your team improve faster and stay on track.

[Read Mastering Sales Triage: A Sales Leader's Guide to Boosting Team Performance](#)

Reassess and Re-energize

When was the last time you stopped to evaluate how your team is doing — not just in terms of numbers but effort, morale and engagement as well? Summer is a great time to **pause, reassess and re-energize** both yourself and your team.

Ask yourself: Is everyone doing the right activities? Am I coaching them effectively? Are the goals still aligned with what we want to achieve this year?

Use this quieter stretch to have meaningful conversations, revisit expectations and ensure your team is on the right track.

ð??? [Read â??Summer Tips for Sales Leadersâ??](#)

Use Summer Downtime as an Advantage

Yes, the pace might slow down but that doesnâ??t mean results have to as well. Encourage your team to use lighter calendars and fewer meetings as a chance to focus on **proactive business development activities**.

This is the time to reach out to prospects who are easier to engage when things arenâ??t as hectic. Itâ??s also a great opportunity to check in with former clients, follow up on long-lost leads or even block time for sales skill-building.

When everyone else is taking their foot off the gas, your team can gain ground by staying active and intentional.

ð??? [Read â??Donâ??t Waste the Season: Tips for Maximizing Your Summer Business Effortsâ??](#)

Guide a Stop/Start/Continue Review

Halfway through the year is the perfect time to help your reps reflect on whatâ??s working and whatâ??s not. A **Stop/Start/Continue** review is simple but powerful.

- What should they STOP doing thatâ??s not getting results?
- What should they START doing that could make a difference?
- And whatâ??s already working that they should CONTINUE to do?

Pair this exercise with a fresh look at their numbers and help them work backwards from what they want to achieve by year-end to map out the activities theyâ??ll need to get there.

ð??? [Read â??Want Sales Success in Q2 \(and Beyond\)? Do These Three Things Right Nowâ??](#)

Maximize Client Relationships

Sometimes the best opportunities are the ones right in front of you.

If your reps are always chasing new leads, they may be overlooking the revenue potential hiding in their current accounts. Summer is a great time for them to **reconnect with existing clients**, show appreciation and ask meaningful questions.

Encourage them to engage in friendly conversations that can strengthen the relationship, uncover new needs or lead to expansion opportunities. They shouldnâ??t underestimate the power of staying top of mind and showing that they care, and summer is a wonderful time to work on this.

ð??? [Read â??How to Maximize Client Relationships and Opportunities This Summerâ??](#)

Plan a Mid-Year Sales Kickoff

Sales kickoffs arenâ??t just for January. A **mid-year kickoff** can bring in a big dose of motivation right when your team needs it most. Use it to celebrate wins, realign goals and create excitement for whatâ??s ahead.

Whether itâ??s a half-day team meeting or a full-blown event, the key is to make it purposeful. Focus on what matters most right now: pipeline health, skill development and team engagement.

The right kickoff can give your team a reset and set the tone for a strong finish.

ð??? [Read â??What is a Sales Kickoff? The Purpose and Power of Kickoff Meetingsâ??](#)

Squeeze the Lemon

As a sales leader, your behavior sets the tone. Are you modeling focus and follow-through? Do you use your time wisely? Have you been showing up for your team in a way that keeps them motivated and supported?

Nowâ??s the time to **squeeze the lemon** and make sure youâ??re getting the most out of your own efforts.

Be strategic about your time, stay connected to your direct reports and make sure youâ??re doing the right activities to help drive results. Purposeful leadership makes all the difference, especially when distractions are high.

ð??? [Read â??Squeezing the Lemonâ?? for Sales Leadersâ??](#)

Quick Checklist for Sales Leaders This Summer

- Prioritize with sales triage
- Guide your team through a stop/start/continue review
- Encourage business development activities and client relationship building
- Plan a summer sales kickoff
- â??Squeeze the lemonâ?• and be purposeful in your leadership efforts

Final Thought

Summer doesnâ??t have to mean a [sales slump](#). With the right leadership mindset and tools, it can be your teamâ??s most productive season yet. Use these **summer sales leadership tips** to refocus, inspire and lead your team through the second half of the year with confidence.

Need help putting these strategies into practice? Letâ??s talk! Just submit your information below and weâ??ll schedule a time to connect so you can learn how our customized consulting, training and coaching programs can support your success.

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