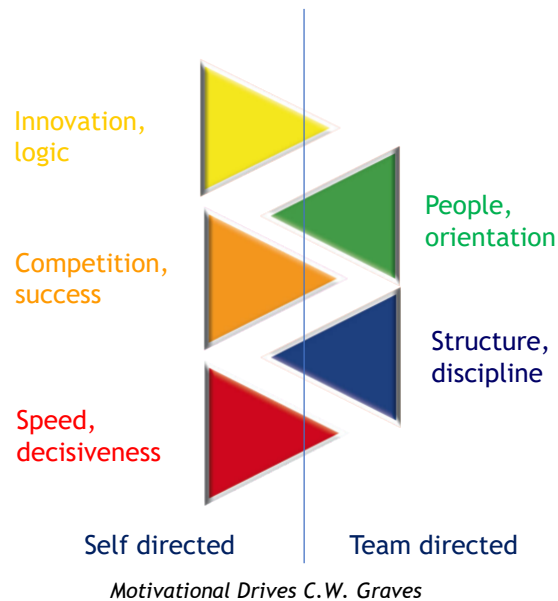



Why are Sales Managers less oriented to people than their Sales Reps?

During our June 2019 research study, we discovered a remarkable finding that keeps us puzzling:

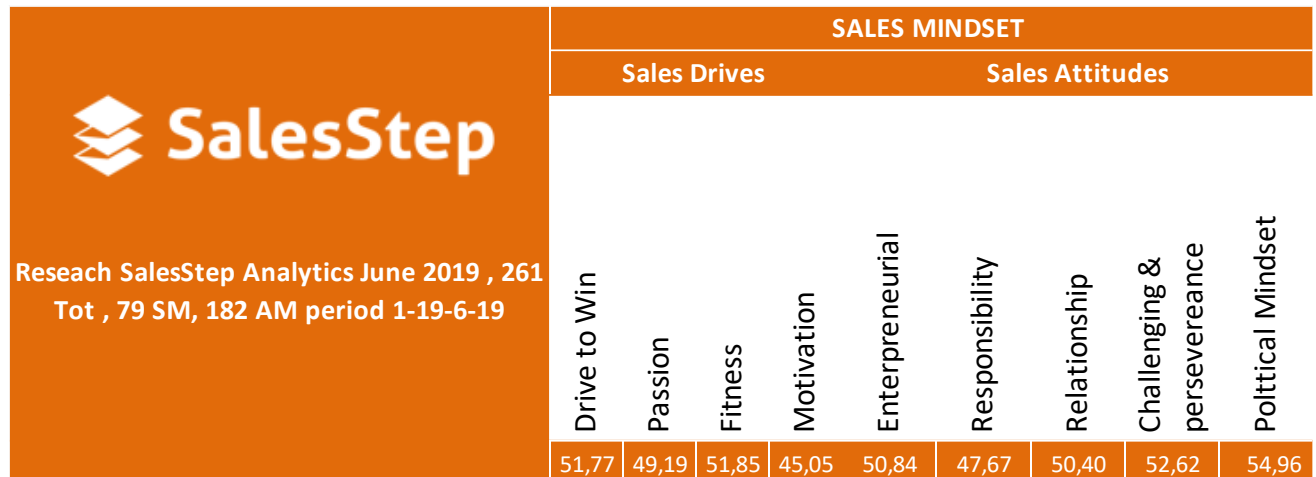
Here is what happened: we analysed the data from the SalesStep database of more than 180 Sales Reps and 80 Sales Managers from 19 different countries. Particularly we were interested in analyzing the difference in Motivational Drives of the two data sets. As you might know SalesStep is using the model of C.W. Graves and SalesStep distinguishes [5 different motivational drives](#):



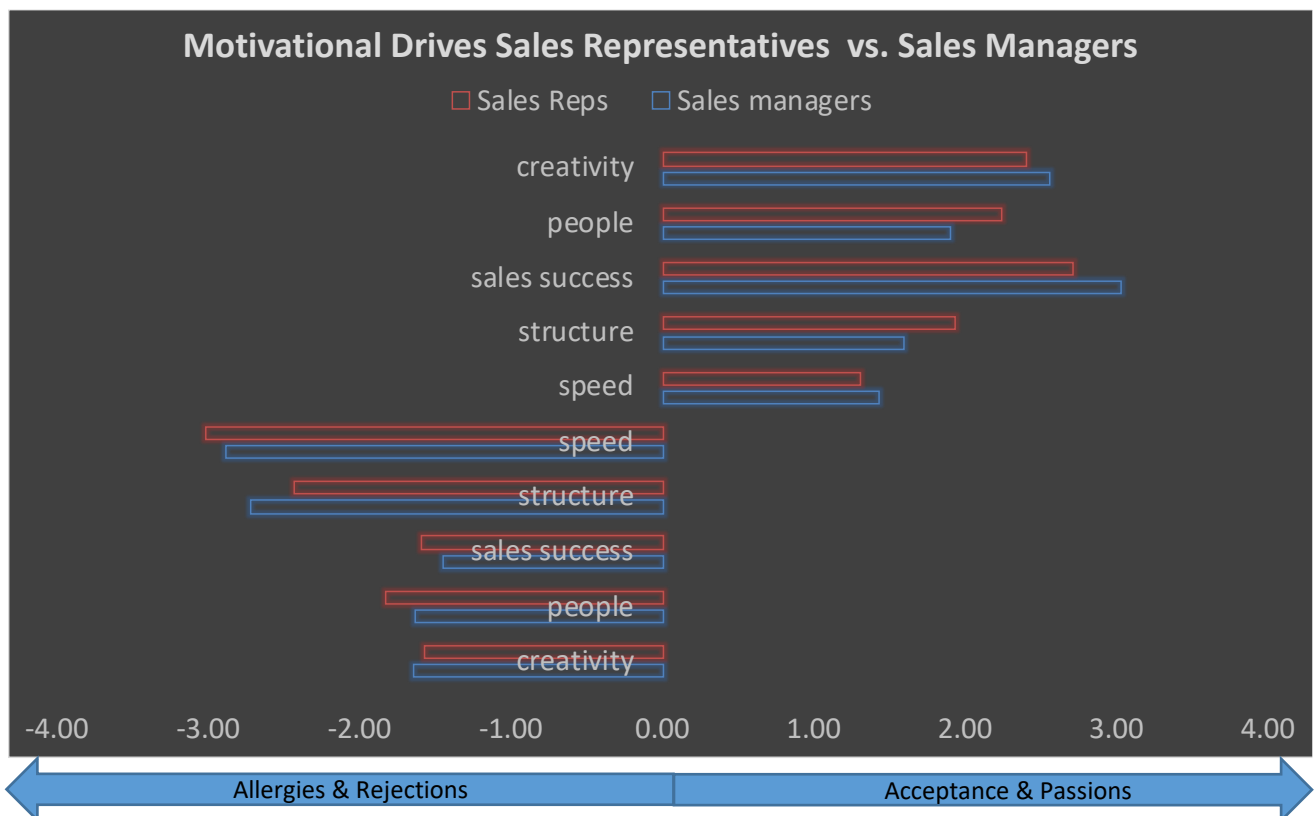
Here is what we found:

 <p>Research SalesStep Analytics June 2019 , 261 Tot , 79 SM, 182 AM period 1-19-6-19</p>	Motivational drives									
	Negative drives					Positive drives				
	creativity	people	result	structure	action	action	structure	result	people	creativity
1,59	1,77	1,55	2,53	2,98	1,35	1,85	2,81	2,14	2,45	

Overview of total data set of Sales Motivational Drives Account Managers & Sales Managers June 2019.
Scale 1-5



Overview of total data set of Sales Mindset Attributes Account Managers & Sales Managers June 2019.
Scale 1-100



Our key Findings:

1. Sales Managers have a stronger drive for results and recognition than Sales reps +10,32%
2. Sales Managers are significantly less oriented to people than their Sales reps -17,76%!
3. The strongest allergy for being pushed by others for both the Sales reps and the Sales managers is "Speed/Decisiveness"

In all fairness, our hypothesis was that Sales managers should have more "People Orientation - Green" and should have less "Result Orientation - Orange".
How false we were.

Therefore, our questions to you:

- 1) Why do you think that Sales Managers have a lower People Orientation and a higher Result Orientation than their people?
- 2) How can you explain Sales people's (Reps & Managers) high allergy to Speed/Decisiveness?