



**TO KNOW IF
YOU HAVE A
GREAT VP IN
SALES**



01

They work closely with the top performers to gain real world insight and to keep their finger on the pulse



02

They give bottom performers the tools to they need to succeed and make the tough decisions where necessary

03

They are able to make
quick, evidence-based
decisions when needed

04

They spend most of their time with the sales team learning, connecting and refining and some of the time with the C-suite strategising

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