

Action Guide

What product leaders need to know about Sales VPs and
working well together

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Application Questions

1. What are your perceptions of salespeople? Do those perceptions serve you well?
2. Do you or your team have tension with sales? Why or why not?
3. What could you learn from sales? What could you help sales learn?



Actions to Take

What to Do Now

- Build emotional intelligence by getting feedback from mentors and watching others' reactions.
- Make a sales VP's day by complimenting one of their salespersons for their work representing your product.

What to Do Soon

- Work with the sales team to learn more about your customers.
- Have your product team work with the sales team at a customer review meeting.