

6. Attractive Personality :-
- An attractive personality is also essential for a sale manager.
 - An attractive personality consists of many factors, for which they must have a pleasant facial expression, good manners, sweet speech, be active, hard-working, energetic, and wear attractive attire.

7. Hardworker :-
- Because a sales manager has to lead their department, if they are hardworking, the people working under their supervision will also follow their example and be hardworking. Otherwise, they will also be negatively affected and not be hardworking.

8. More Stamina :-
- A sales manager has to work for long hours. They have to visit the office, sales sites, and markets ~~seped~~ repeatedly and devote a lot of time to them, for which more stamina is necessary.

9. Initiative Power
- A sales manager should have the quality ability to take initiative because sales plans, sales policies, sales techniques, and sales strategies all require the initiative power of the sales manager.

10. Imaginative :-
- A sales manager should also have the quality of generating new thoughts, ideas and new imaginations.
 - In this changing business era, only an imaginative manager can take their enterprise to the peak of progress.

11. Logical :-
- All decisions of the sales manager should be based on ~~logic~~ logic.

12. Self Confidence :-
- With self-confidence, a sales manager can provide good guidance and encouragement to their salespersons.

II. Behavioural Qualities

- A Sales manager has to come in contact with many traders, customers, intermediaries and sales representatives in addition to salespersons and employees.
- It is necessary for them to have behavioral skills, for which they should have a sociable disposition.
- A sales manager requires the following behavioral qualities:-
 - (1) Cooperative :-

- A Sales manager should be cooperative with all officials and employees related to their work.

(2) Sociability :-

- The interest of the Sales manager increases opportunities to meet and interact with people from different classes.
- This has a good effect on the volume of sales, which is the primary objective of sales management.

(3) Good Character

- A sales manager should be honest, hardworking ideal, and keep their word in their work.

(4) Not Jealous :-

- A sales manager should not be jealous of anyone. Their behaviour should be free from jealousy towards their rivals and officials at the same level.

(5) Loyal :-

- A sales manager should have complete faith in their sales persons. They should always prepare profitable sales plans for the programmes of the organization and should work with complete ~~and~~ dedication towards they work, organization, employer and customers.

(6) Social Grace :-

- A sales manager should pay full attention to social norms, customs, and rules of conduct in their behavior.
- Their behaviour should be most polite with everyone.