



### Article Title

SALES MANAGER'S LEADERSHIP STYLE IN CONTEXT OF CONTEMPORARY CHALLENGES IN SELLING HOTELS FACILITES OF MONTENEGRO

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### Abstract

Traditional sales management duties are being dramatically changed by buyer behavior dynamism, sales automation, salesperson empowerment, and shifts to new marketing channels. Inspiring the salespersons through more work commitment, sales managers keep management tools to stimulate the latent sales efforts and performances. Sales manager, on the average point of view, mostly emphasizes details, facts, certainty. He is determined, practical thinker. He is focused on short-term, realistic goals. He develop regulations and procedures to evaluate the performances. The main aspect of sales manager's leadership style in hospitality industry of Montenegro in context of contemporary challenges is to determine the ability of sales managers to adapt and make optimized decisions according to noticed changes.

### Methods

Questionnaires were distributed to sales managers.

### Results

Sales manager's leadership style is closely connected with general organizational structure and managerial process in company and it is determined by level of acceptance the new technical, technological and market changes in future period.

### Conclusion

Sales manager's leadership style in context of contemporary challenges in selling hotel's facilities indicate on few important conclusions. Actual leadership style in reviewed companies is mostly based on insufficiently developed marketing concept in operating activities, which is expressed through lack of adequate marketing organizational structure and work places. Additionally, there is no continually training programs in order to improve managerial skills and behavior of sales managers in observed companies, which is one of the main assumptions for application the contemporary leadership styles. Leadership as one of the managerial function have to be based on precise established rules and procedures of decision-making process. Searching for correct decision from the point of effective realization of determined sales goals, is significantly based on continually coordination of specific leadership style with requests of concrete sales situation. Sales managers are facing with their own capabilities to

active stimulate team work, delegate authorities, decentralize making decision process and move motivational process in positive direction.