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Dear Management: Branch managers generally come in 3 forms...

1) the FIGUREHEAD - A top producer of the company... given the title of branch manager as a reward, and/or prestige.

2) the CONDUCTOR - A top operational leader that manages/trains the employees through the trials of the daily grind.

3) the UNICORN - A person that is a top producer, as well as a top operational leader... all in one snappy package.

If building up your sales management structure, to grow to the heights that you seemingly want...

You need to be honest.

That in fact, some of your branch managers... are NOT unicorns.

Just sayin...