

21 Roles and Responsibilities of the Mentor

Bobby L. Butler

1. Doesn't tell, sell or dictate. Rather, communicates openly with an "eye on the prize": the mentee's successful growth and development
2. Sets the mentee's expectations correctly at the outset
3. Meets and/or talks with the mentee on regular and planned basis
4. Gains, and maintains throughout, the mentee's confidence
5. Shows care for the mentee's vulnerabilities, naiveties and confidences
6. Respects the mentee
7. Shares ideas, experiences, insights, practices, methodologies, and philosophies (i.e., knowledge and wisdom) with the mentee that he or she may not otherwise learn
8. Is the mentee's biggest fan and best cheerleader
9. Plays devil's advocate when necessary
10. Holds the mentee accountable for his or her actions
11. Keeps the mentee in touch with reality
12. Helps the mentee avoid mistakes
13. Is the mentee's best, most vocal, and supportive critic
14. Helps the mentee stretch beyond his or her professional and personal limits
15. Saves the mentee time, effort and frustration

16. Helps the mentee learn new concepts and formulate new paradigms
17. Keeps the mentee's thinking focused
18. Tells the mentee the truth, even when he or she won't like it
19. Identifies and introduces the mentee to beneficial people and resources
20. Has high expectations of the mentee
21. Is willing to work almost as hard as the mentee to ensure his or her success

Bobby L. Butler is author of *The Sales Mentor*. Mr. Butler is also President and Founder of **Sales Mentoring Solutions**[™], LLC, a firm that provides consulting, diagnostics, coaching and mentoring, and online automation solutions to clients in support of the functions most critical to driving their revenue generation and business growth—sales, sales management, customer service and leadership. Visit the firm's website at www.salesmentoringolutions.com.

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