



the **sales** consultancy

## Stop Telling and Start Teaching

### What do you do when one of your team comes to you for advice?

It is so important that you're able to distinguish between when to give advice and when not.

Imagine for a moment that one of your team come to you because they're not sure how to do something. How do you handle the situation?

I've worked with so many sales managers and business owners that fall into the trap of thinking that telling someone how to do something is the same as teaching them how to do it. If you've noticed specific people making the same mistake time and time again, my guess is that you could be continually telling them what to do and they're just not doing it.



### Frustrating isn't it?

Whenever you tell your people the best way to do stuff (and I know you're doing this with the best positive intention) you train them not to think for themselves. You create an environment where they feel the need to run stuff by you to confirm it's right.

The very best way to develop your team is to ask them what they think they should do. This develops their mind to come up with their own solutions. My approach is "I have some thoughts but what do you think?" Most of the time they come up with a perfectly good solution and I can reinforce their thinking by congratulating them and supporting them to get started.

## Let them scuff their knees

If their solution gets the job done (even if mine is simpler, faster, easier) I let them get on with it. This is the only way they have complete ownership. They will learn from the process. Let them scuff their knees...it's a great way to learn.

If their solution is way off track, ask lots of questions that give them their own realisation of the potential consequences of their solution. "What would happen if...." Help them develop a new solution for themselves.

This not only develops your team to think for themselves, it empowers them, grows confidence, increases contribution and self worth and creates new pathways in their thinking.

## Train them how to treat you

You have enough to do without having to think for them too! Remember...you train your team how to treat you. What are you training them to do if you keep giving them the answers?

Sales Success? It's all about the psychology.

Until next time.

## Leigh

**PS; If you're looking to develop your winning mindset remember you can get started for just £10 - by snapping up my book ['iSell: Unlock your winning sales mindset'](#)**

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**'This is a ground breaking book that shows you how to develop unshakable levels of self-confidence in selling anything to anyone'**

*Brian Tracy, best selling author of 'The Psychology of Selling'*

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