



the **sales** consultancy

You're training your team how to treat you

For this week's "Tricks of the Trade" I thought I'd keep it really simple. And it's specifically aimed at all those who manage a sales team.

If you don't manage a sales team, don't switch off because sooner or later you might! And for me, the tip below is so simple yet crucial, you won't want to miss it.

If you manage a sales team you will definitely know the highs when your team is a well oiled machine in flow - and the lows when they are out of sync...or anywhere in between.



Being a sales leader can be a thankless task

...and one that needs a wide and diverse range of skills that really keep you on your toes. At any given moment you switch between being a mentor, coach, counsellor, analyst, social worker, leader, motivator...you name it...you're it!

You know that your team need to be in the best possible state to deliver high levels of sales so you do what you have to do to keep them there.

But how can you develop an outstanding team?

Ready? Rule number 1...

You train your team how to treat you

The way you interact with each member of your team will cause them to behave in a particular way. They will do certain things and not do others.

If they do something that you are unhappy with and you say nothing, unconsciously you are saying that it's OK for them to continue.

If members of your team are not doing specific activities you really want them to and you ignore it, you're saying it's OK not to do it.

You may not be using words, you'll be using actions and you know that actions speak louder than words.

You absolutely must communicate what you want and what you don't want.

Your team are not mind readers so don't expect them to be. Your team need to know the rules, the boundaries and what's expected in order to deliver what you want...and when they get it wrong you need to communicate how they got it wrong and discuss the way forward...even the little things.

If you're not completely confident in this approach I have one thing to say...**GET CONFIDENT**. You will never lead a winning team unless you master this basic principle. Do whatever you need to do to get you there. This is critical. There are lots of techniques in this book to help you. You will be doing yourself and your team a massive service...and you'll generate more sales.

Imagine a team that knows exactly what's expected of them...what's acceptable...what's not...and getting the job done. Imagine the kudos for you!!! Worth it? You bet!

It's all about the psychology of...sales management!

Until next time.

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