



the **sales** consultancy

## DISCOVER HOW TO LEAD YOUR SALES TEAM TO **MORE SALES!**

### 1. Stop telling your team what to do

As a Sales Leader, it's so easy to tell someone how to get the best result. You've been there, you've done that, you've got the T Shirt right?

**Wrong! If you keep telling your sales team what to do, they will stop thinking for themselves.**

If you complain (under your breath of course) about how certain sales people don't take the initiative, then you could have inadvertently trained them to do this.

The next time one of your sales team ask you how to do something **STOP YOURSELF FROM TELLING THEM.** Instead ask... **What do you think?** Allowing them to come up with their own solution massively raises their motivation to take this action.

If they are off course, then ask questions that highlight something they haven't thought of.

Questions like... **What would you do if xxxx happened, how would you handle this?**

Most sales people know what they should be doing and given the time and encouragement will tell you.

Remember to congratulate them on their idea/strategy and to keep you posted on how it goes!

### 2. Start really listening to the language they use

The language your sales people use reveals so much about their state of mind.

Reasons and Excuses = It's not my fault, it's something else or someone else's fault. Relinquishing responsibility puts your sales person in a victim mentality where it's pointless trying anything because it's beyond their control.

When you hear any reason or excuse ask them this question...

**What are you going to do about that?** Encourage them to focus on the things they can impact.

I can't = a belief that will stop them taking action. This one isn't as simple to fix with just one question. Focus their attention where they have used this skill successfully before... you can also use other contexts.

The bottom line is this...no matter how much you train, develop, talk about an action that would increase sales...if the sales person doesn't believe they can do it...they won't do it!

### 3. Stop emailing your entire team with group emails

This one can seriously upset or demotivate people in your team.

This is because people fall into 2 camps when it comes to motivation...the first camp is all about moving towards what you want and the language you'll hear from these guys is about what they want to achieve and how they're driving towards something. These guys are motivated by gain to take action

The second camp is all about moving away from what they

don't want and the language these guys use is all about what they want to avoid. These guys are motivated by pain to take action.

Therefore, sending a blanket email that reprimands will only work to motivate the **Away** camp as they will act to get out of pain...or threat of pain. It will completely demotivate the **Towards** camp!

Alternatively, the outcome driven email will do nothing to motivate the **Away** camp when they need a motivation boost...the **Towards** camp will love these emails as it gives them something to aim for!

Either do individual emails that are right for each sales person (best option) or two emails... one **Towards** and one **Away** that you send to the right people (easy option).

### 4. Start spending more 1:1 time with them

The only way to really know what motivates a sales person is to find out what's important to them in a one on one conversation.

The greater the rapport the more they will tell you. You can then use what you learn in your conversations with them to really ramp up their motivation.

You would never dream of selling something to a client without knowing what's truly important to them so don't do it with your team. Treat your sales people

as you would a client and you'll always get the best out of them.

Use this time to give positive feedback to acknowledge their development and to build their confidence.

This is also the time for tough love...when you share an observation of their behaviour that they need to address.

Make sure this comes from a compassionate position...as if you are talking with a child you really care about that hasn't learned this life lesson yet!

These 1:1 conversations can transform sales people overnight!

### 5. Be a shining example

If you want your sales people to adopt specific thoughts and behaviours, you need to be a shining example of them.

The days of...don't do as I do, do as I say are long gone! If you want respect as a leader be the leader that generates respect.

When you first got into sales management you may not

have been told that you would have to be a coach, mentor, counsellor, leader, trainer, therapist, fairy godmother/godfather and more. Our role as a sales leader has evolved over the years and demands

so much more of us in this fast-moving age.

My closing thought... love your team and they will always deliver!

very best wishes,  
Leigh x

If this has triggered some thoughts about your sales team that you'd like to chat more about then feel free to contact me direct on [leigh@sales-consultancy.com](mailto:leigh@sales-consultancy.com)



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