

Special Edition

How to create a successful sales team-- Part 3

Over the last several weeks, I've discussed the importance of management's role in developing a successful sales program. I indicated that;

- All sales people are not created equal.
- Successful sales people need to be:
 1. Fast paced.
 2. Bold.
 3. Assertive, and;
 4. Take charge.

However, I also stated that different things motivate different people. A successful sales organization is driven by a highly motivated leader. Which I need one?

Last week, I indicated that when I re-train sales people, I don't teach them to be a good sales person, I teach them to be a qualifier and a closer. I'm a firm believer that;

- If you match the right person with the right offer, you're going to get an order.
- Branding and marketing are not mutually exclusive.
- You have to assume the close.
- Never lie, and;
- Each individual needs to find or create a system that works for them.

Tim Timmons, a consultant and motivational humorist, provided a description of "true" success. True success means to be and to do all that you were created to be and to do. He further indicated there are four universals of life;

- Can I trust you?
- Do you care for me?
- Do you know what you're talking about?
- Can you help me get through this mess I'm in?

Selling is all about making relationships work; it's about the power of independence and interdependence. I stated that, in order to be successful in any business, you first have to be content with yourself. You can't live your life like someone else. You must know what is important for you to be truly happy and live life by those standards. The ultimate secret to success for any sales person is their ability to handle failure and rejection.

The key to getting everything a sales person wants is to know that all of their yes's are hidden by no's. To be successful, you must change your attitude towards the word "no". Tom Hopkins, who is a leading expert on improving sales performance and maximizing sales achievements, stated that; you have to learn to deal with failure in order to be successful.

MANAGEMENT CONSULTING • OPERATIONAL REVIEWS • DIVESTITURES • ACQUISITIONS • MERGERS

THE AHERN ADVISORY

in this issue

How to create a
successful sales team
Part 3



Ahern & Associates, Ltd.

Accredited Member
National Bureau of Certified
Consultants Inc.

February 19, 2010

Tom stated that he is not judged by the number of times he fails, but by the number of times he succeeds, and the number of times he succeeds is in direct proportion to the number of times he fails but keeps trying.

He defined failure as the following;

- **He never sees failure as failure,** but only as a learning experience.
- **He never sees failure as failure,** but only as a negative feedback that he needs to change course, in order get into the right direction.
- **He never sees failure as failure,** but only as the opportunity to develop a sense of humor.
- **He never sees failure as failure,** but only as the opportunity to practice techniques and perfect his performance, and;
- **He never sees failure as failure,** but only as the game he must play to win.

In order to be an effective sales manager and have a successful “Dream Team”, you need to be able to establish 7 steps to achieving specific goals. Each of your sales people, as well as yourself, **in which I repeat this over and over to my Sales Manager, so he can make my “Dream Team”.**

- Need to identify their goals.
- List the benefits that they believe they derive from setting goals.
- Identify the challenges that will prevent them from achieving their goals.
- Define the skills and knowledge necessary to achieve goals.
- Detail a plan of action, and;
- Set a specific time to complete those goals.

As a leader, you need to be able to;

- Locate the people and the associations that will assist you and your team in being successful.
- You need to identify the four reasons why sales people don't set goals.

In many situations, people who don't set goals, do it specifically because;

1. There's the fear of failing.
2. They have a poor self image.
3. They don't know how, and/or;
4. They've never been told.

It is very difficult to create the dynamics of a successful sales approach, if you don't have self confidence in yourself and your ability to perform, and you don't have specific goals to reach. It's been said that; great sales people were not born, but created. Selling is a great way to make a living, but it's not easy; especially when sales people complicate the process for themselves. **Selling is all about communication and it works best when you keep it simple.**

In closing, there are 6 “P's” of professional selling that will help your sales people sell to more people, more often and more ethically, while also building their self confidence;

1. **Preparation** – this is the first step before calling on a prospect and involves gathering research, personal contacts and 3rd party information that will eliminate many of the surprises a sales person might otherwise encounter during a sales call.

2. **Prospecting** – prospecting is about identifying organizations and individuals who might need your services or solutions. Within prospecting, you have the C.O.D. formula:
 - a) Communicate.
 - b) Observe, and;
 - c) Dedicated – don't be afraid to ask a client for a referral or drop by unannounced on a warm call.
3. **Personal** – just as professional baseball pitchers throw differently to different batters to communicate; you must understand the differences in your potential clients. You should know as much, if not more, about your prospects and their personalities and preferences then you do about your own service.
4. **Product** – when selling your service, lead with how it benefits the prospects particular needs, to stay in a selling mode and not a telling mode; focus on values, advantages and benefits.
5. **Process** – to take pressure off yourself and avoid frustration; develop a step by step sales process that focuses on the prospects needs, issues, and challenges. Frustration occurs when you expect to reach the end of the process (the closing) while you're still in the middle of it.
6. **Professionalism** – too many sales people have "skinny kids". By developing confidence in yourself, your company and your services, you will become an assertive, rather than an aggressive, sales person. Continue to invest in your own growth as a sales professional.

Bryan Flanagan, who is a nationally recognized sales trainer, says that; in order to accomplish goals, he utilizes a relationship strategy called "trust selling". Trust selling is;

- a) Think.
- b) Relate.
- c) Uncover.
- d) Sell the solution, and;
- e) Take action and close.

As I have stated, buying decisions are an emotional process, but you need to learn. If you want a successful sales team, you can't treat all sales people the same way. You need to identify what their special traits are, what their motivations are, and then you need to work with those sales people, based upon their desires. **As a leader, you need to understand (also) what motivates you.**

QUOTE OF THE WEEK: "Destiny is not a matter of chance, it is a matter of choice; it is not a thing to be waited for, it a thing to be achieved" (Winston Churchill)