

Executive Briefing:

Increasing Sales Productivity

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Bottom line: Combining sales training with a coaching program provides the core competencies of sales training and along with individualized skill building of the individual within the sales team.

Background:

Every company is concerned about increasing sales. Many business owners and executives that are sincere about raising sales performance have sent people to motivational seminars with a roster of famous speakers. Time and time again this effort shows up in the P&L as an expense with indiscernible returns. How is it that sending people to a week-long sales training course fails to bring the hoped for trend of increased sales?

Because training events and motivation alone are not enough.

Here are 5 definitive steps to have a permanently increasing sales rate.

- 1. Take action-** whether you are an Executive Leadership Team or an individual decision-maker, every moment you delay taking action sends the message that the status quo is acceptable, regardless of what you may say about it. **The state of sales is the state of your business.**
- 2. Purpose and Vision-** everyone on the team must be enrolled and committed to a shared purpose and a common vision of what is to be achieved. This does not require everyone to agree on all points nor does this mean functioning as a democracy. A shared purpose means alignment of all involved parties to common goals and an intrinsic understanding of all the parameters of those goals. **All elite organizations exhibit a highly visible esprit de corps.** The only way to have that is shared Purpose and Vision of all members.

- 3. Systems-** does the sales team have in place systems that support achievement of sales goals? What systems would assist them? Develop and put in use a strategy for the year, the month, each week and every day that will result in **achievement** of individual goals and group goals. **A system of Accountability is the keystone system.** A system to manage activities is critical. A strategy for bringing together the combined power of the sales team will bring results that are greater than the sum of the individual contributors.

- 4. Competencies-** Being effective at sales requires a myriad of skills. All skills can be learned and improved. Develop competencies as a sales team and as individual sales people. **A training program designed to get everyone speaking the same language is crucial.** Each individual will require working on different competencies at their own unique level. What skills and habits come easily for one may be a challenge to another. **A coaching program** that works with each person as an individual contributor **and** as a team member is a **key to the successful achievement of individual goals and team goals.**

- 5. Monitoring and Tracking-** Goal setting as an exercise is only mildly interesting. **Achieving those goals** is the ticket to success! Coupled with a results-based tracking system, a **coaching program will intervene in behavioral patterns that do not contribute to the achievement of individual and group goals.**

Karl Heckman, Executive Coach has the expertise and the tools to build your sales team into a skilled, highly effective self-perpetuating team capable of achieving every goal. The unique combination of training and coaching that Karl provides will take your sales force to a higher level of achievement. He will be committed to your success and will work with you until you achieve your goals.

Contact Karl at 971-241-7293 or at karl@karlheckman.com to talk about what new results you want.