

30 Ways to Turn Talent Into Performance

1. Give five thumbs up for things they-did-right for every thumb down for what-they-did wrong.
2. Real coaching can't happen in the office. Schedule field time first and cancel it last.
3. In the field, focus less on the client and more on your seller—and the coaching they need to grow.
4. It's hard to fill a bucket that's leaking. Ensure your team is giving Key Accounts top priority.
5. Never let your top performers stagnate. Keep them challenged and working toward their potential.
6. Use a specific onboarding plan for each new hire to get them productive as quickly as possible.
7. Ask your people to share their top personal and professional goal for the year.
8. Let your people start the revenue budgeting process. It improves your numbers—and your people.
9. Never take meeting time to handle matters that could have been accomplished by email.
10. Recognize good performance with a personal note. Not an email. Use your best pen.
11. Respect your people's time. Tighten up your meetings and stick to the agenda.
12. Let your talented people showcase new skills by handling a segment of your weekly meeting.
13. Ensure that your sellers are seeking referrals as a regular part of their sales process.
14. Help sellers brand themselves and highlight their capabilities with a Personal Marketing Resume.
15. Keep evolving your coaching plan to maximize the talent of each salesperson. If you're not evolving, they are not growing.
16. Whether it's a new account, project, or responsibility, choose who by matching talents to tasks.
17. Make sure you know how each individual on your team wants you to recognize their successes.
18. Encourage the sharing of success stories in sales meetings. It sets the right expectations.
19. Incentivize each salesperson for using their specific strengths in ways that achieve corporate goals.
20. Ensure that every improvement you suggest leverages one (or more) of that person's strengths.
21. Ensure that every workaround you suggest leverages a strength, or know that it won't work.
22. Never settle when making a hire; it lowers your standards. Build your talent bank every week.
23. When you set expectations, ask the seller to play it back in their own words—to ensure it was clear.
24. In Individual Focus Meetings, focus on Keys and Targets, Keys and Targets, Keys and Targets.
25. Be tough when approving Target Accounts. Only the best prospects can yield the best results.
26. Make your praise specific. Generic high-fives feel fabulous, but they don't focus future behavior.
27. Understand what motivates each of your people—and only press those buttons that are connected.
28. Spend most of your time and attention on your top performers—it's what winning coaches do.
29. Pay your people the ultimate compliment: Ask their opinion. And respect what you hear.
30. Be consistent. Nothing—nothing!—else you do as a manager will give your people more confidence in your leadership, more trust in your guidance, or more clarity about your expectations.