



RESULTS DRIVEN LEADERSHIP
DEVELOPING MANAGERS INTO LEADERS

Why Your Sales Team Is Underperforming

5 Inspirational Tactics to Improve Results

Lack of Support From Management

In order for your sales team to perform at their best, they need motivation, coaching and excellent encouragement

Without proper support and encouragement from management, they won't feel motivated.

A quote from Yogi Berra



According to legendary New York Yankees catcher Yogi Berra, “90% of baseball is mental. The other half is physical.”

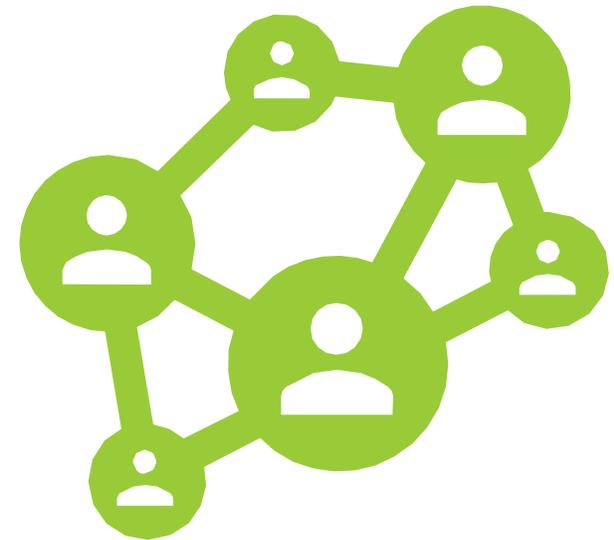
That is exactly the same formula that highly successful sales professionals live by

Yes, there is a physical, functional, tactical side to selling.

However Yogi hits the nail square on the head; the biggest key to sales success is 90% mental.

So Why?

- Experience in working with sales leaders has taught us that what separates successful sales professionals from the underperformers is the mental and emotional discipline they create
- **So why do some sales managers undermine their team** by not making sure that they are doing all they can to keep their team's head in the game?
- Because they do not know what they don't know
- Let's help them understand how they must change their leadership style to improve the sales team's performance



Great Sales Managers Inspire & Hold Their Team Accountable



At the end of the day, you will always find yourselves face-to-face with the reality that you cannot intimidate, analyze, or lecture a sales team into performing.



To lead salespeople effectively, you must find ways to both inspire them when things are going well and to move them forward emotionally when their sales are not meeting expectation

You Cannot
Manage
Salespeople Like
Anyone Else in the
Organization

They are different and
they require a unique
approach

This is the biggest mistake
I see

Why Am I Qualified to Instruct You?

I've done it wrong and suffered the frustration of poor performance

However I worked hard to find a better way to inspire and lead a sales team and **that is what I will share with you today**



Let's get some things straight

I WANT TO DISCUSS A FEW MISUNDERSTANDINGS

Inspiring Does Not Come *With The Title*



Just because you are the sales manager does not make you inspirational

Just because you may have once been a great salesperson before being a sales manager does not make you inspirational

At the end of this topic, you will understand what you need to work on for you to develop that ability

Mastering the art of inspiration is not the work of a day, a weekend, or a month, but rather an area for long-term personal growth

You Must Learn to Inspire a Sales Team

THIS ONE KEY POINT WILL HAVE THE HIGHEST IMPACT ON THE
IMPROVED RESULTS OF YOUR SALES TEAM

Let's Dispel this First

The “Rah-Rah” Myth



Most Results Driven Sales Managers that I've met are not “rah-rah” type personalities.



But they are good, and in many cases great, at arousing, engaging and satisfying the emotions of their sales staff to produce outstanding results.

Watch Me Do It, Then You Do It Myth



Many Sales Managers who were former successful salespeople tend to skip the need to “inspire”

Instead, feel that the best way to motivate their sales team is by pointing out their own outstanding personal sales results.

They believe that their sales results will be motivational by showing what is achievable. They also view how they do their personal sales as being “best practices” for their salespeople to adopt.

“Watch me do it, then you do it” DOES NOT WORK



Instead of considering the manager a “role model” because of the manager’s personal sales record, the other salespeople tend to consider this type of sales manager as a competitor who is just full of “ego.”



As a result, the other sales staff members rebel against adopting the manager's best practices



Embrace the fact that you must inspire your sales team and dedicate yourself to working toward self improvement in the art of inspiring

Five Tactics

Inspirational
Results Driven
Sales Manager



Tactic #1: Be Who You Are

Results Driven Sales Managers submit themselves to the “mirror test” daily



Do not pretend to be something you're not



All salespeople, desire affiliation with people who have clarity about who they are.



This clarity and genuineness will have a huge impact on your ability to inspire your salespeople.

Tactic #2:

TEST before introducing any new methods or tools

Test and develop an idea with one or a limited number of salespeople before attempting to implement it with the entire sales staff.

If you roll out a new technique or sales tool before you test and it doesn't work, it will be a major emotional "downer" for your sales team.

Tactic #3:

Inspire Each Individual Member Of Your Sales Team

This misunderstanding about the need to know each team member's unique emotional needs is where the vast majority of uninformed Sales Managers head *disastrously!*

They make the mistake – and, as it turns out, needlessly –by focusing only on inspiring the team as a whole

Thus they overlook the importance of inspiring the individual members of the sales team.

You must get to know each person's motivation and Personal vision

Tactic #4: Put the Sales Team First

A good Manager takes a little more than his share of the blame, a little less than his share of the credit.

A good team is greater than the sum of its parts.

To get things done don't mind who gets the credit for doing them

An *Inspirational* Sales Manager puts the team first by...



Always sharing credit for sales success of the sales team



Not trying to make himself or herself look better than anyone else on the sales team



Not flaunting his or her “power” over the sales staff



Showing pride in the team sales rather than pride limited to the personal sales achievements of the sales star or stars of the team



Having the back” of your sales team requires you to do what must be reasonably done to stand with your team when there are problems or conflicts

You inspire your
Sales Team
when you do
what is right for
the team



You set the standard of building a great company sales team by proving, not just saying, that you are willing to stand up for them.

Tactic #5 Help Your Team To *Rebound*

Selling is like hitting is to a baseball player. Even the best hitters, those who are really good, will fail to get “a hit” at least two thirds of the time.

No salesperson closes sales with 100% of the prospects the salesperson meets.

Because they sell for a living, the members of your sales team must therefore learn to rebound from defeats

Work on mastering the art of looking forward, through the front window, not backward, through the mirror

“In life, you’re going to get knocked down sometimes. No one is successful all the time. Learn to brush off your bottom, spit in your palms and say, ‘I think I’ll go another round.’ Then you’ll be a winner.” – George Foreman,

CONCLUSION



As an Inspirational Sales Manager, it is your responsibility to be a “doer” who takes actions that will inspire and guide your sales team members to succeed instead of being a “downer” who brings sales moral down.



Keep trying to inspire even if you don't always succeed in your efforts to inspire.



Inspiring individuals is an art, not a science. It takes time to master the art. Like any major undertaking, moving toward competence in this area of inspiring your sales team is not going to be an instantaneous affair



Some of your experiences in inspiring your salespeople will fail but you should learn from them and not repeat them.

More Information on how Vaughn Can Help your team?



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