

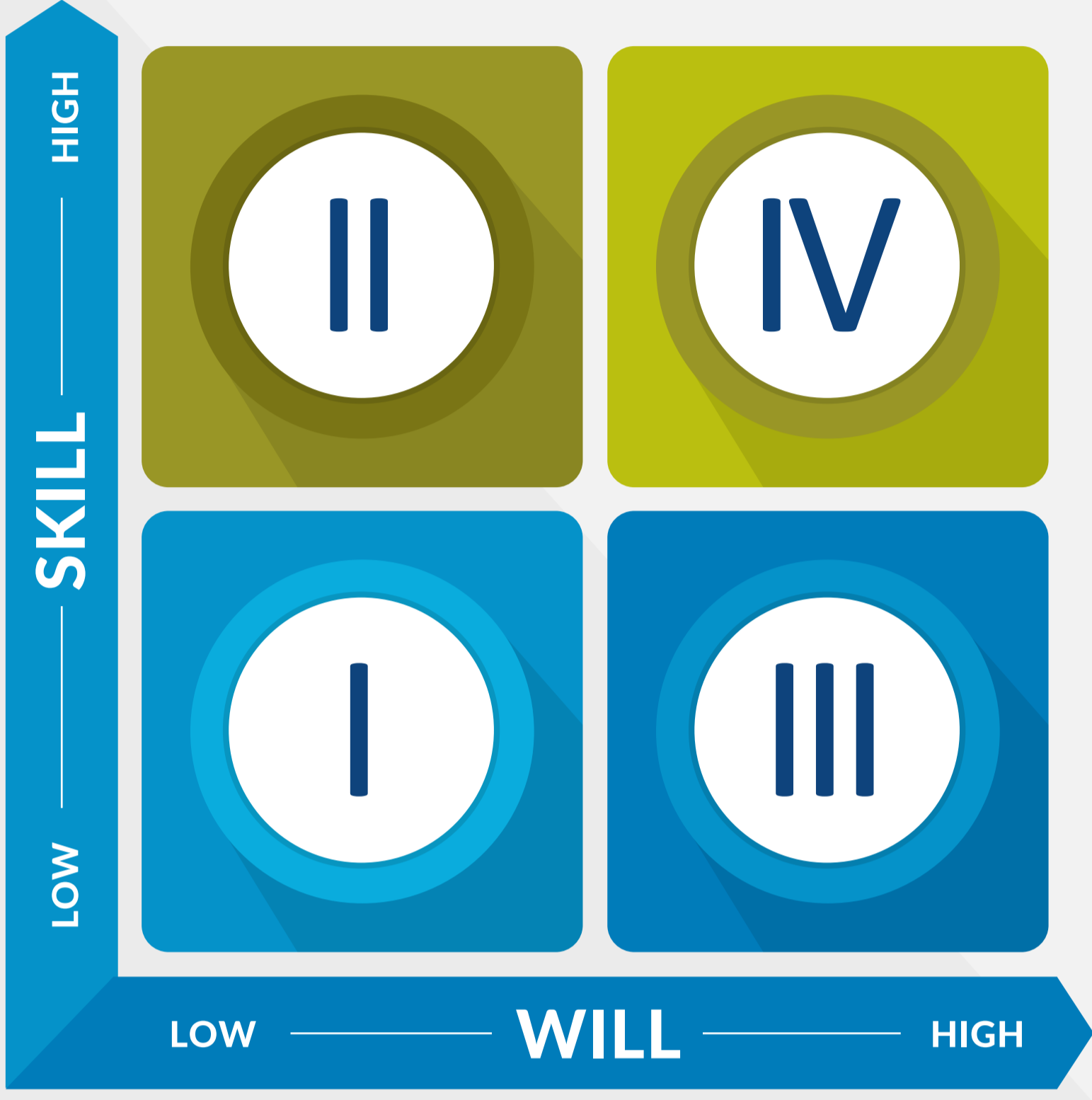
MEET PEOPLE WHERE THEY ARE

Using the Skill/Will Model to Make the Most of Your Sales Team

If you want to build an elite sales organization, you need a team of great coaches on board. Great coaches meet people where they are.

A common mistake many organizations make is to treat all salespeople the same. There are always different motivations at play and different actions are needed to move lower performers into better performers and maximize opportunities with top performers.

Use our Skill/Will model to meet people where they are.



SKILL

“Skill” is an individual’s ability to apply the concepts.

WILL

“Will” is the individual’s motivation to apply the concepts.



When you are focusing too much of your energy on your level 1s and 2s, you’re wasting too much time with people who aren’t going to make it.

Manage out your 1’s

Develop an action plan for your 2s

If you have too many 1s and 2s, you likely need to drive better consistency on how you are identifying the requirements of your sales positions and how you are aligning your hiring process with selecting those who have the competencies and behaviors needed to succeed.



Focus your energy on your level 3s and level 4s.

Train and Develop Your 3s

Delegate and Promote Your 4s

If you are worried you aren’t doing right by your 3s and 4s, it’s time to put in a manager cadence and succession plan so you are able to retain your top performers.

