The Leadership Challenge:
Why Sales Management Fails

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Your Management Brand

Are you…..?

Broken | **Good Enough** | **Better Than Most** | **Excellence**

Where have you committed to be at the end of 2019?

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The 4 Key Elements of Leadership

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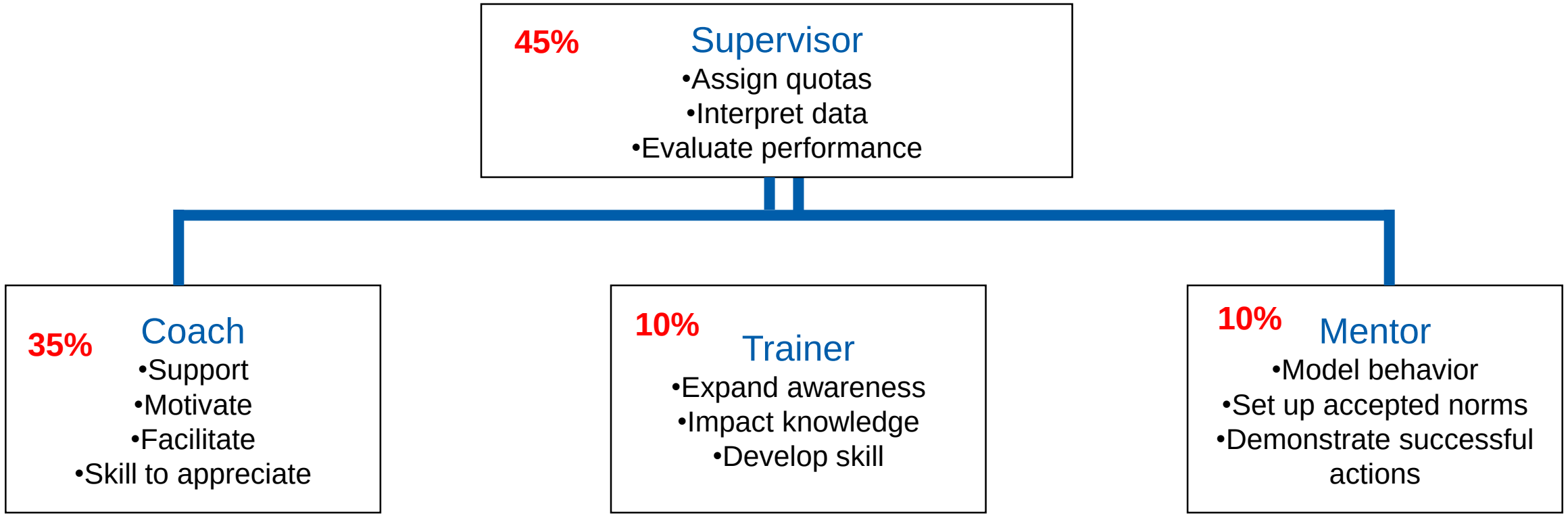

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Top Leadership Blind Spots

Score Yourself (10 high – 1 low)

1. Not having a process for hiring
2. Improperly onboarding people
3. Failing to tie corporate goals to personal goals
4. Not creating a culture of accountability
5. No common sales language
6. Not focusing on lead generation
7. Not capturing best practices
8. Failing to train and coach management staff
9. Not building the bench
10. Not knowing how to coach
11. Not sharing the vision with those who have to implement
12. Fostering a culture of learned helplessness
13. No methodologies and systems

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Stages of the Employee Life Cycle

Hiring

Select superior candidates who best serve the needs of your customers and culture

- Stop hiring bad-fit candidates that people like but don't perform

- Reduce costs: hiring costs are one of the biggest line items in a company's budget

Onboarding

Adjust your onboarding program based on the needs of your new hires

- Streamline onboarding processes to make better use of company resources

- Create a coaching road-map to "jump start" new employees

Development

Enhance productivity and efficiency of current employees

- Improve the performance of current employees by identifying individual strengths and areas of opportunity

- Engage employees and show an investment in their professional development

Succession

Groom employees for career advancements

- Determine which employees have the greatest potential to be promoted

- Reward the top players in your company who are ready and eager for more responsibility

Separation

Facilitate painless employee departure

- Promote transparency with exit interviews for ongoing culture improvement

- Utilize data to ensure easier conversations during the separation phase

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Not Having a Formal Hiring/Onboarding Process

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Not Linking Personal & Corporate Goals

- Employees work for their goals before they work for yours
- Gain a deeper understanding of their goals/aspirations
- Clearly identify corporate goals (Your Why)
- Meet to discuss their personal goals (Their Why)
- Help them see the way achieving corporate goals help them achieve personal success

Not Creating a Culture of Accountability

- Make sure all employees are focused on goal achievement
- Develop the top 10 behaviors for success
- Create the top 5 key performance indicators
- Set Clear expectations & outcomes for all employees
- Stop acting as the “Chief Problem Solver”
- Eliminate “learned helplessness”

Not Having a Common Sales Language

- Salespeople must have a common sales methodology to grow
- Most fail because they live in a “wing it” world
- Personality & intuition can’t be briefed and debriefed
- Prospects follow their own methodology to control the environment
- Feature/benefit selling stopped working long ago
- Build relationships, qualify the opportunity, present the solution, negotiate value, close the deal

Not Developing the Management and Sales Staff

- Invest in professional development for yourself and your team
- Leadership is a “learned behavior” which must be nurtured
- “Learning companies” outperform their competitors by 35%.
- Professional selling has changed dramatically…stay ahead of the curve
- Company culture is the top way to attract high performers and become employer of choice

SALES TIP OF THE WEEK

"The only Sales Newsletter worth Reading"

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