

5 THINGS YOUR SALESPEOPLE AREN'T TELLING YOU.

1. They know what they're supposed to be doing, but they don't know why they're having so much trouble doing it.

More than 80% of salespeople worldwide struggle with at least one form of discomfort when they engage with prospects. But the science contradicts the deeply ingrained archetypes of a "salesperson." This means they probably can't accurately identify the root of their struggles without help.

2. They don't need you to "motivate" them.

They need you to lead them. They need you to demonstrate that you're willing to develop your weaknesses and that you'll help them address theirs too - without judgment or criticism.

3. Your insistence that they "just produce more" is not helping.

Telling them to embrace the "enablement" tools better and to "suck it up and get it done" are adding to their anxiety, feelings of failure and causing them to lose hope. They need you to help them remove the barriers that are holding them back rather than pretend they're not there.

4. They don't need a reinvented title. They need you to be clear about what's expected of them in their role.

Relationship manager. Solutions specialist. Customer coordinator. Call your sales team whatever you want, but be clear about expectations. Saying people "don't like salespeople trying to sell them things, so we provide solutions instead of selling" is one of the most damaging things you can do to your revenue stream. Unless you're paying solutions commissions, stop passing along your own discomfort with sales.

5. Your posted job description de-emphasized the business development aspect of the role.

They expected to be focused on building relationships and you're hounding them to meet sales targets instead. You've heard the phrase before: Incentivize what you want more of. If you're paying commission or bonuses based on profit, you need sales people to close sales. Pretending otherwise is a disservice to you and your prospective new salesperson.

Is it Hopeless? Are You destined to beat your head against the wall day after day?

No! When your team takes the **Sales Preference Assessment**, we will uncover the barriers that have been unknowingly holding your team back - possibly for decades - and then we'll provide the tools you need to help each unique individual reach their full potential. Don't keep doing the same thing day after day expecting to get a different result. Schedule an appointment and get your key to more revenue and less stress.

Learn more at
salesstrengthassessment.com