

Flinn Associates Monthly Newsletter

Is any decision better than no decision?

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Do you believe any decision is better than no decision? Many organizations feel this to be true. As a business owner or senior manager, decisions being made by your sales team are often based upon their self determined preferences, which may or may not be congruent with your desires. I would suspect that the majority of senior managers have developed their own decision making process resulting from personal experiences. However this knowledge has rarely been developed into a decision making model, and even more seldom is it taught to the sales team. Without a model, sales reps are left without guidelines for making decisions. Decision making guidelines as part of a model will lead to immediate sales, while simultaneously avoiding risk to the company.

In effect, the decision making process can be broken down into four teachable points.

- 1. Effective questioning.**
- 2. Seeking opinions.**
- 3. Assessing alternatives and options.**
- 4. Measure actual versus expected results.**

Performance improvements are made through the understanding of these four steps. Knowledge of how to make decisions and under what circumstances decisions can be made helps everyone become more productive. The sales manager remains in control by training each rep in the decision making process. If the decision falls outside the model or any of the steps are unclear, the rep defers to the manager. However, if the decision falls within the model, the rep makes the decision, closes the sale, or resolves a critical issue. The customer is served; the company is not put at risk.

Effective decision making is perhaps one of the most important skills individuals in your organization must understand. Eliminate the "shoot from the hip" syndrome. Any decision is better than no decision, providing it falls within your predetermined guidelines. Learn more about decision making skill development as a means of improving the productivity of your sales staff by contacting me at skip@flinnassociates.com or by visiting www.flinnassociates.com.