

This Month

Sales Management

- ◆ Effective feedback nurturing growth

Past Issues

Employee Turnover

- ◆ Impacting your effectiveness.

Sales Performance

- ◆ An equal measure of expectation and accountability.

Making the Correct Decision

- ◆ The customer is served; the company is not put at risk.

Performance Management

- ◆ Expectations and needs, the cornerstone to significant growth.

Skip Flinn

I send this letter out to all my clients as a reminder to address the basic questions and issues on a regular basis. If you'd like more information about this topic, or would like to receive this letter on a regular basis, contact me at:

skip@flinnassociates.com

Sales Management - Nurturing effectiveness:

What are the common expectations of sales staff?

- ◆ Generating profitable sales
- ◆ Resolving issues
- ◆ Promoting your organization
- ◆ Satisfying customer needs
- ◆ Avoiding risk

It is common that sales staffs perform at varying levels of success. In most cases, this variation is deemed the norm; sales are steadily growing and as a whole, the organization has successfully controlled an acceptable portion of market share.

Expectations are only 1/3rd of the equation.

- ◆ Expectations are a series of tasks, which are required daily, weekly, monthly, or yearly.
- ◆ Accountabilities are the measures, which establish benchmarks of performance.
- ◆ Feedback based on specific measurements of performance creates a structured plan for improvement.

These steps seem obvious, yet only top performing sales organizations have a system, which views all three equally.

Jump-start your sales management system.

- ◆ Include your sales staff as part of the process.
- ◆ Create easily communicated and understandable expectations.
- ◆ Agree in advance on when and how performance is measured.
- ◆ Establish a regular means to provide consistent and constructive feedback.

Summary

This three-step process is a great way to insure your sales staff will maximize their potential while providing the foundation of an effective sales management system. The challenge is keeping the process "simple". Avoid elaborate benchmarks, as they are often difficult to understand, time consuming to create, and rarely provide effective feedback.

Remember: Feedback nurtures both underperforming sales representatives as well as top performers, helping the entire organization achieve profitable growth.

For further insight into this subject, contact skip@flinnassociates.com.