



10 Tips to Make Your Salespeople Successful

1 Require salespeople to share their presentations.
Couple this with peer ratings for assessment. Salespeople believe other salespeople. Their content is more credible than yours.

2 Use simulations or games that engage salespeople in the entire sales cycle.
Measure how well they advance the sale and whether or not they establish a productive client relationship.

3 Curate a collection of narratives of successful and unsuccessful sales.
Every sales engagement provides an opportunity to learn, whether or not the deal was won.

4 Make sales tools readily available.
Provide downloadable presentations, podcasts, scripts, and competitive information.

5 Provide an online locator system that connects salespeople to a support network.
This can include contacts ranging from product experts, to your customer experience team, to your marketing team.

6 Craft customer-centric product and service descriptions.
Shift the focus from internal speak to customer-oriented language. Present your products and services from the perspective of how they address customer needs and solve their pain points.

7 Make the sales task clear.
Explain your sales model. This simple step has more impact on sales than commission structure.

8 Nurture a sales community.
Foster a sales network that taps the collective intelligence of the organization. Celebrate team wins in your internal sales community.

9 Provide comprehensive training and support for tools and systems.
For example, establish a help desk to get salespeople up to speed on your Customer Relationship Management system.

10 Leverage social media and collaborative tools.
Encourage sales professionals to share winning techniques and industry knowledge through various channels. Implement web-based collaboration tools, such as discussion forums, virtual coaching sessions, and peer-to-peer collaboration platforms, to facilitate deeper engagement and knowledge exchange.

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