

DEVELOPING AN EFFECTIVE SALES CULTURE.



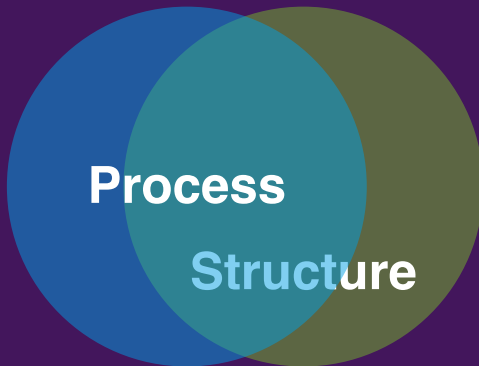
Teams may operate with degrees of success in each of the areas - confidence, process and structure - but only when you deliberately work to be effective in all will your sales culture be optimal.



DOES YOUR SALES CULTURE NEGLECT CONFIDENCE BUILDING?

Characteristics of a team missing confidence

A team that lacks a confident leader impacts the entire team. Unconfident leaders withhold information, postpone important decisions, and have trouble building teams and inspiring them. Without confidence, there is no leadership — because what you don't have, you cannot give to others.



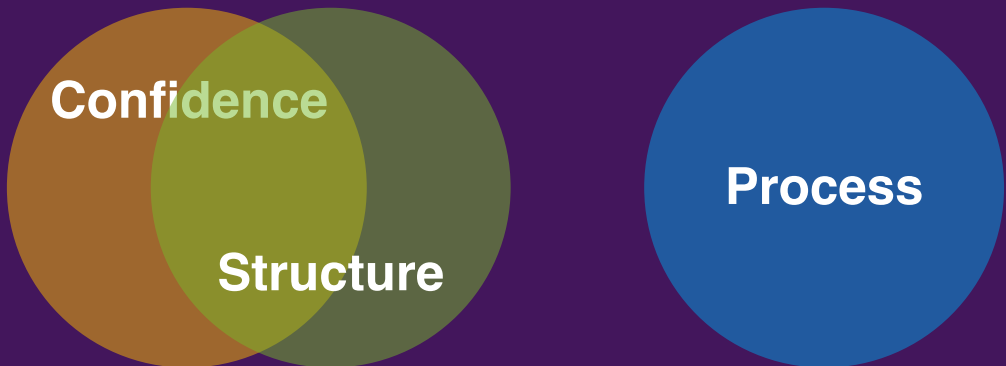
WHAT YOU FOCUS ON	WHAT YOU NEGLECT IS	POTENTIAL RISKS
■ Process and Structure	■ Confidence	<ul style="list-style-type: none">■ An inwardly reluctant team■ Revert to type■ What we've always done mentality■ Disjointed management and sales team



DOES YOUR SALES CULTURE NEGLECT PROCESS?

Characteristics of a team missing process

A team that lacks process is conflict-ridden, filled with distrust and unfocused. These conditions manifest themselves in high turnover and absenteeism, considerable frustration levels, poor communication, and intolerance.



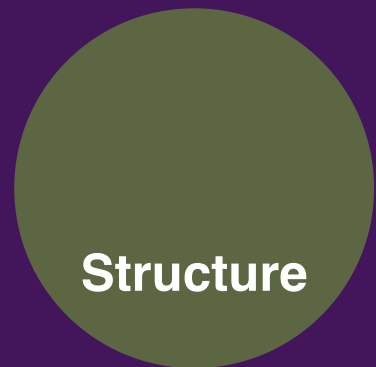
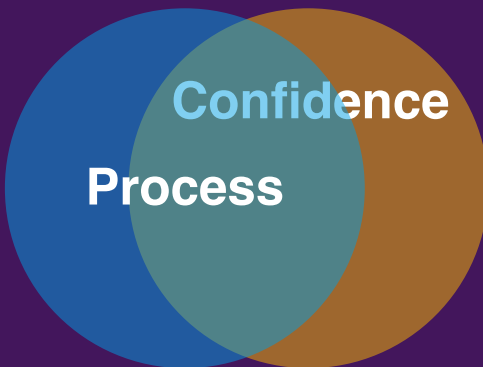
WHAT YOU FOCUS ON	WHAT YOU NEGLECT IS	POTENTIAL RISKS
■ Confidence and Structure	■ Process	■ Rudderless ■ Lack of accountability ■ Reputation ■ Poor service ■ Disengaged staff ■ Knowledge gaps



DOES YOUR SALES CULTURE NEGLECT STRUCTURE?

Characteristics of a team missing structure

A team that lacks structure creates the company hierarchy for authority and responsibility, leading potentially to a blame culture. When there is a strong structure in place, the company runs efficiently and develops new ways to improve productivity.



WHAT YOU FOCUS ON	WHAT YOU NEGLECT IS	POTENTIAL RISKS
<ul style="list-style-type: none">■ Confidence and Process	<ul style="list-style-type: none">■ Structure	<ul style="list-style-type: none">■ Middle management are without direction■ Disconnected team and management■ Ideas but no consistent approach■ Difficult to measure success despite nice 'ideas'

THE EXPECTED BENEFITS OF FOCUSING ON CONFIDENCE, PROCESS AND STRUCTURE IN YOUR SALES BEHAVIOUR.

CONFIDENCE

- Agile to customers needs
- Happy to take responsibility
- Loyal and open to change
- Open to and offering of support
- Continually improve sales results
- Increased overall effectiveness
- Self accountable

PROCESS

- Improved team agility
- Clear roles and responsibilities across the team
- Increased efficiency
- Improved customer service
- More complete visibility
- Allows for clear accountability at all levels
- Ensured compliance and security
- Easier transfer of team knowledge
- Increased opportunities for continuous development

STRUCTURE

- Faster decision making
- Improved operating efficiency
- Greater employee performance
- Eliminates duplication of work
- Reduced employee conflict
- Better communication
- Avoid guesswork
- Repeatable and accountable
- Tools to manage systemised framework