

There are many reasons why sales teams perform badly and most of them aren't down to the individual sales reps. In fact, much of the blame for low sales productivity and unmet sales targets can be laid at the doors of the executive suite and the sales managers. Here's why.

Senior management lets down the sales team in a number of ways, by:

- not fixing the problems that are hindering their work
- not providing marketing support to generate leads, and
- failing to align compensation with business goals.

They also make mistakes in hiring and supporting sales managers, by:

- employing people with no management experience or formal management training
- promoting someone from sales without providing adequate transition support and training for them, and
- giving the sales manager a sales target so they're effectively competing against their own team members.

When it comes to sales managers, there are plenty of things they get wrong, from poor selection practices and flawed (or non-existent) onboarding through to the fundamental no-no of criticizing team members in public.

Under poor sales managers, sales meetings can become massive time-wasters. Instead of getting targeted and effective team coaching, sales reps miss out because the manager lacks training and doesn't have a proper sales playbook to coach them from.

Poor sales managers have woolly expectations, saying "sell more" rather than developing a set of key metrics that everyone understands and can focus on improving as part of their annual sales plan.

Poor sales managers fail at the one-on-one level too, by:

- failing to observe each team member actively selling, and working through role-plays to help them improve their skills and effectiveness
- not ensuring people are fully trained on the CRM and making use of it, and
- avoiding performance managing the poor performers.

Has this sample of things that can go wrong in sales given you pause for thought? Or worse, a shudder of recognition? Are you wondering how to fix a broken sales function in your business? Book a 30-minute chat with me and let's get started on identifying the blockages that may be getting in the way of meeting sales targets in your business!

This first call is free. Because I guarantee your satisfaction, I need to first learn about your business and make sure I can help you!

Book a call now: TalkToRocco.com