

Sales Statement Series #4

Success in sales begins by hiring the right salespeople

These are three attributes that make a good salesperson:

1. The desire to succeed.
2. The commitment to keep going despite setbacks.
3. To take personal responsibility for their actions.

Three indicators you should be looking for another job:

1. No opportunity for personal and professional growth

If you remain in a sales role that doesn't offer personal and professional growth opportunities you will end up being less skilled than your competitor salespeople. This in time could impact on your sales and your career.

2. Poor sales leadership

Poor sales leadership results in good salespeople leaving. Research shows this to be quite an issue with 43% of sales managers being untrainable and 18% should not be in the role.

3. A fault finding culture

To be an effective salesperson the company needs to have a sales and customer service culture because the business focus should always on the internal and or external client. A fault finding culture is one where rumours and gossip dominate the business, no-one takes responsibility and blame is put onto others. Morale is low and so is productivity. This is an environment where good salespeople exit quickly.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increases sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.