

## **Sales Statement Series #8**

### **Few salespeople can sell at an elite level and there are many who should be in a different profession**

Research shows that **only 6% of salespeople can sell at an elite level**. 20% are strong performers who add value to their companies. This leaves 74% who are underperformers.

This is the harsh reality. Can sales training and sales coaching help? In many cases the answer is yes provided it is structured correctly...perhaps for a different Sales Statement?

At the risk of over simplifying a complex problem the answer lies in a combination of hiring the right people, the individual's personal attributes and how well they are managed by their sales manager.

Personal attributes include:

- their desire to succeed in sales
- commitment to keep going through the rough sales patches
- taking personal responsibility for their actions.

These attributes are **bound by high self-worth**.

Sales managers need to set time aside with their salespeople actively coaching them one-on-one in their sales territories.

Unfortunately some sales managers don't have the ability or the will to perform sales coaching tasks. This is often because they don't have a strong sales background to draw on. In these situations it would be prudent to hire the services of a sales coach who has a **successful track record of transferring skills**, provide advice on sales strategies and demonstrate skills in live sales meeting situations. This can provide a competitive advantage and a return on investment of time and money for the business.

For more information on this subject or if you want to discuss your situation please contact Kurt Newman on 61 412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au).



*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.*

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