

## **What do you do when you hit the wall in sales?**

We have all experienced the metaphorical wall. Everything is going well and then....

If we are honest with ourselves it's often our fault, we didn't have enough qualified leads in our sales pipeline, we didn't manage the pipeline as well as we could have or we know there was a risk of losing an account and didn't act quickly enough.

Anyone in sales who believes because they are always busy and therefore never hit the wall need to ask themselves - are they achieving great sales outcomes? A sign of exceptional high activity doesn't equate to a corresponding high level of productivity. It's often majoring in minor priorities.

### **Why does this occur?**

The answer is complex but may be found in one or more of the following reasons:

- Don't feel confident so lose themselves in menial tasks
- Don't have the knowledge or skills
- Shouldn't be in sales
- Poorly managed
- Over perfectionistic and want to do everything just right
- Unaware of the core activities needed to produce results consistently
- Spend excessive time in the office
- Suffer from sales call reluctance
- Haven't set personal and professional goals
- Feel alone and have little or no support.

For those who have experienced the wall in sales know how it feels. It can range from mild concern to a sick feeling down in the pit of your stomach, fear, desperation or panic about what to do next?

### **What to do?**

The first thing is don't panic. Don't let your ego criticize you and make you feel emotionally charged to the point of losing your objectivity.

If you have achieved the needed outcomes for a given period of time then reward yourself and relax or celebrate because you deserve it. Don't take the joy away from the moment by worrying about what's next?

If you are experiencing a difficult time then ask yourself why? Is it because of one or a combination of:

- You made fewer phone calls or visited fewer prospects and clients than you usually do?
- You wasted time doing non-core sales activities?
- You spent too much time in the office?
- You didn't apply the skills you are capable of?
- You changed your sales process?
- You spent too much time with non-decision makers?

Whatever the reason/s don't use these as an excuse but as an opportunity to learn and fix what needs to be fixed. Do you need a sales coach or to speak with your sales manager?

Based on experience the wall in sales can happen to any of us and at any time. This in itself isn't the problem it's our attitude and what we do next that really counts.



*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.*