

And now for something completely different....



### **Sales Effectiveness Group member get top-input from fellow business owners**

A key part of our SEG meetings is for members to come with sales or sales management issues that they want to solve, share it with the group and receive inputs to solve the issues.

At our last meeting we heard from the owner of a local construction product manufacturer operating in a highly competitive environment.

**The issue was expressed as:**

“How do I enable our salespeople to understand what we sell to enable them to ask the right questions, listen and to respond consistently with the right solution? I need help as we are not maximising sales”

The group quickly came up with a number of ideas and actions for the business owner based on their experiences in similarly high competitive sectors. These included:

- Conducting a brain storming session with the sales team to map out the customers' business-drivers.
- Reviewing sales training inputs to ensure that the team have the skills to ask the right questions and crucially to listen to the answers!
- Putting in place 121 personal development discussions to tune into each sales person's motivators and to show how performance in their role can meet their personal goals.
- Reviewing job descriptions and recruitment processes to ensure 'best fit' sales team members in the future

The business owner liked all of these suggestions and has taken them on-board for implementation. He will be reporting progress at the next meeting as part of the group's accountability.

And here's a thing: the recommended solutions came from the experienced peer group, NOT from outside consultants with a vested interest in pushing their solutions. **Now, that is not just highly effective but something completely different!**