



ENGAGE
& GROW[®]



SALESTEAMS AND
ENGAGEMENT
ENGAGED, FOCUSED AND CONFIDENT

**“Stop selling.
Start helping.”**

Matt White

What is selling

In its simplest definition, selling is professionally helping people to buy.

Can you imagine the sales potential on planet Earth where 7 billion 924 million people live as of 2023?

There are currently 4.5 billion registered consumers in the world.

[\(Click here and watch the instantly changing numbers live\)](#)

4.5 billion people are constantly buying things. They buy because they like to buy, because they have needs, because they are looking for solutions, for a better experience, for something new, just for the sheer pleasure of buying... They buy for themselves, their children, their dogs, their families and their loved ones...

And researches show that:

The number of people in the consumer class by 2030 will be 5,600,000,000.

80% of sales are made
by 20% of salespeople.
The winners sell to the
prospects the losers
give up on.

Bill Corbin on LinkedIn



So, how are your sales going?



What is the importance of sales teams for businesses?

Selling is a priority for most businesses. In fact, in many companies, sales are the primary revenue stream. Sales are the lifeblood of any company, and it's important for businesses to have a sales team in order to grow.

An organization works seamlessly when all the departments are in sync. If other departments are considered cost centers for business, then the sales department is the source of revenue generation.

Why?

- Sales teams help increase lead conversion.
- The sales team aids business growth by building rapport and customer relationships.
- Customer relationships developed by your salespeople are crucial to customer retention.
- Sales teams allow for super direct marketing campaigns.
- Your sales force helps to qualify all your leads.

The average sales success rate is around 3%. This is across all industries. Average sales success rates can vary from below 1% to over 20%, depending on the product, market, and industry.

Source: [Zippia](#)



Key characteristics of a top “Sales Person”

“I’ve missed more than 9000 shots in my career. I’ve lost almost 300 games. 26 times, I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed.”

Michael Jordan

Sales is a performance sport. Of all the professions, sales is the one that most resembles sports. It is a sport where we are measured, where we compete, where we win or lose.

That's why the characteristics of the best salespeople can teach us a few new things.

Here they are!

- They have excellent daily habits
- They know their audience
- They have in-depth knowledge of their products
- They listen
- They know their competition & industry
- They have an efficient process and use appropriate technology
- They are strong & persistent
- Live above the point on all actions (Own, Responsible & Accountable)
- They care

Source: [ActionCoach](#)



HIGH PERFORMANCE SALES TEAM TRAITS

A high-performance team refers to a group of self-realized individuals with specialized expertise and complementary skills. They are aligned with a committed common goal and achieving superior results. There is a high-level collaboration and innovation within the team. These teams have their own consciousness, norms, managing styles, leadership perspectives and values. High levels of mutual trust and accountability are fundamental features of High- Performance Teams.

Source: [Forbes](#)

- **Diversity:** Top performing sales teams are usually diverse. In other words, each salesperson on the team isn't a clone of the others.
- **Balance:** Balance is another critical trait of a top sales team. Great teams are lean and efficient, comprised of just the right mix of specialists and generalists, "hunters" and "farmers", outside and inside sales reps, etc.

“The
difference
between
ordinary and
extraordinary
is that little
extra.”

Jimmy Johnson



An obvious correlation: **HAPPY** engaged employees mean happy customers

A study from Yale researchers Nathan Yang and Ahmed Khwaja has revealed that more engaged salespeople do drive more sales.

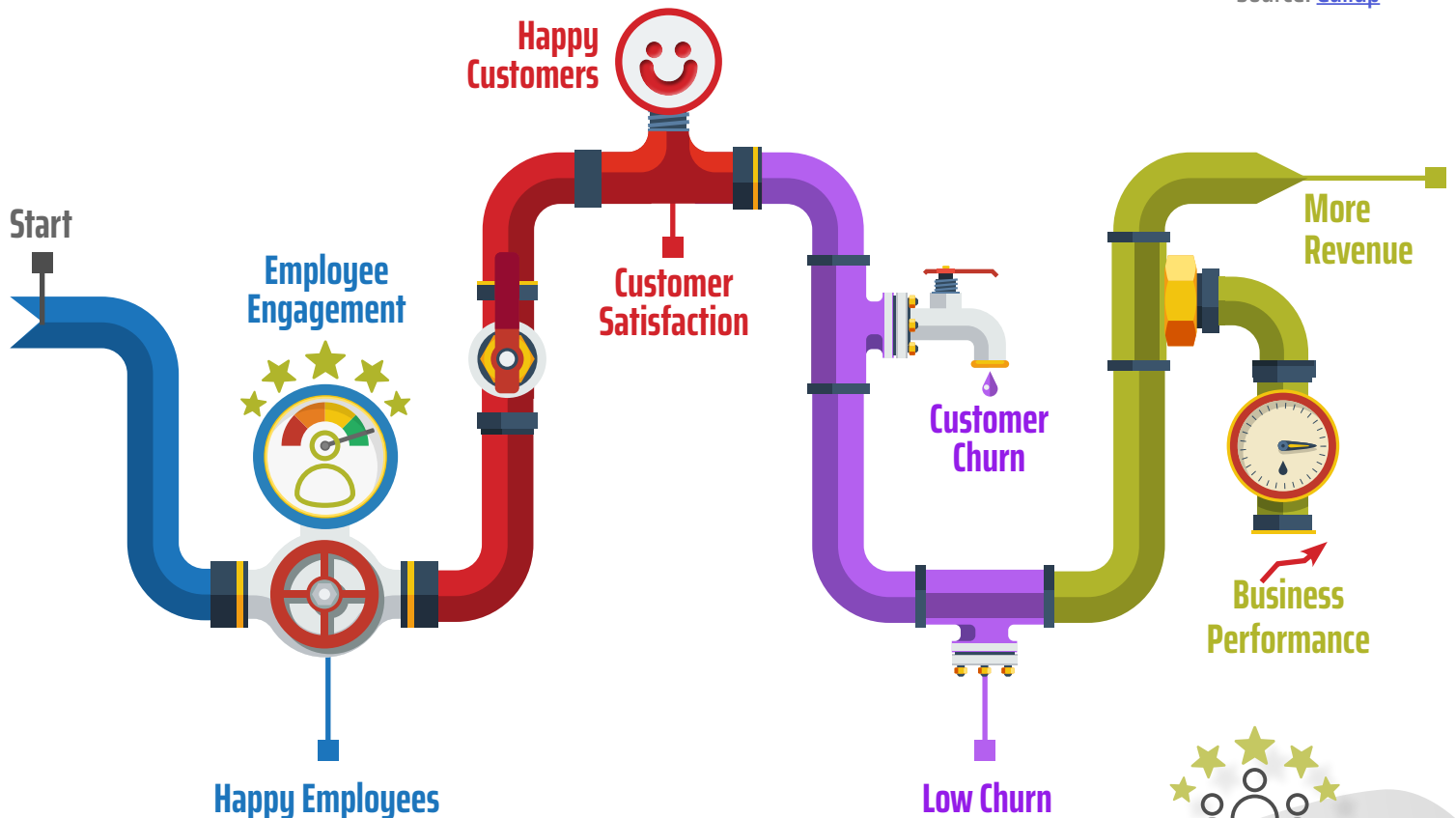
Specifically, Yang and Khwaja found that highly engaged sales reps are more likely to successfully upsell their customers—and leave their customers more satisfied.

Yang and Khwaja also found a positive relationship between engagement and customer satisfaction, as well as a correlation between customer satisfaction, retention, and how soon the customer would return for another transaction (measured through the companies' NPS, or net promoter score). In other words, engaged employees lead to happy customers who upgraded their purchases, stayed with the company, and came back sooner to buy again.

Source: [Quantifying the Link Between Employee Engagement and Customer Satisfaction and Retention in the Car Rental Industry](#)

The behaviors of highly engaged business units result in 21% greater profitability.

Source: [Gallup](#)



IMPROVING SALES PERFORMANCE



“Engagement equals higher business outcomes for the same amount of dollars. It is ROI at its finest.”

Heather Whiteman, PhD

Employee engagement is linked to business performance because it affects profitability, productivity, absenteeism, retention, and customer satisfaction. Engagement is also linked to a company’s ability to innovate and adapt more easily in times of change, which impacts its future performance.

Highly engaged people tend to perform better, which makes them more willing to take part in performance management rituals that lead to higher engagement, like regular 1:1 meetings and feedback.

This is largely good news, but it also means that, when there’s a decline in employee experience, performance outcomes can go downhill fast.



Hire the right salespeople

The best way to build a highly engaged sales team is to hire the right people.

Hiring a salesperson is different from recruiting for other roles because you're ultimately looking for a perfect mix of personality and ability.

According to The Clevery Sales Report that the ideal salesperson has a common set of skills, including:

GRIT

- Strong stress management skills
- Comfortable with changeable working environments
- Able to deal with criticism and rejection

EMPATHY

- Builds rapport and trust
- Builds and maintains healthy relationships with clients
- Adapts interpersonal style

APPETITE

- Presents pitches with confidence
- Motivated to accomplish goals
- Has profit awareness

FOCUS

- Maintains pace even through tough times
- Finds intelligent solutions
- Achieves balance between the client's and the organization's goals



“Good is
the enemy of great.”

Jim Collins

PURPOSE

everything

"When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible."

Howard Schultz, Starbucks

If you want your people to perform, you need to create a sense of purpose. Earning a pay cheque is great and all, but going home knowing that you contributed to something bigger than yourself can be the difference between an engaged and disengaged employee.

Purpose is an employee engagement driver and a win-win for all involved. Employees who feel a sense of purpose in their work tend to be happier, healthier, and more productive. Employers who attract workers who share the same purpose-driven mission of why the company does what they do tend to lead to stronger financial performance. Employee engagement strengthens when employers explain how employees are contributing to the success of the business.

How?

- Communicate the organizational purpose
- Lead by example
- Connect individual goals to the organizational purpose
- Foster a supportive environment
- Provide context and meaning
- Empower autonomy and decision-making
- Recognize and celebrate purpose-driven contribution



CULTURE OF RECOGNITION

Your sales team is critical to the growth and success of your business, but creating a high-quality team doesn't start and end with recruitment and hiring. It's a constant process that involves developing, supporting, and recognizing current team members.

A research review published by Cornell University noted that: "41% of the variation in employee engagement can be attributed to the level of recognition that an employee receives"

- Make sure salespeople trust their manager
- Set clear, achievable and "breakthrough goals"
- Acknowledge achievements
- Build a company culture of recognition
- Offer greater responsibility

Source: [The Alternative Board](#)

**"People work for money
but go the extra mile for
recognition, praise and
rewards."**

Dale Carnegie
Timothy R. Clark



FEELING OF SAFETY

“Finding out that you are wrong is even more valuable than being right, because you are learning.”

Amy C. Edmondson, *The Fearless Organization: Creating Psychological Safety in the Workplace for Learning, Innovation, and Growth*

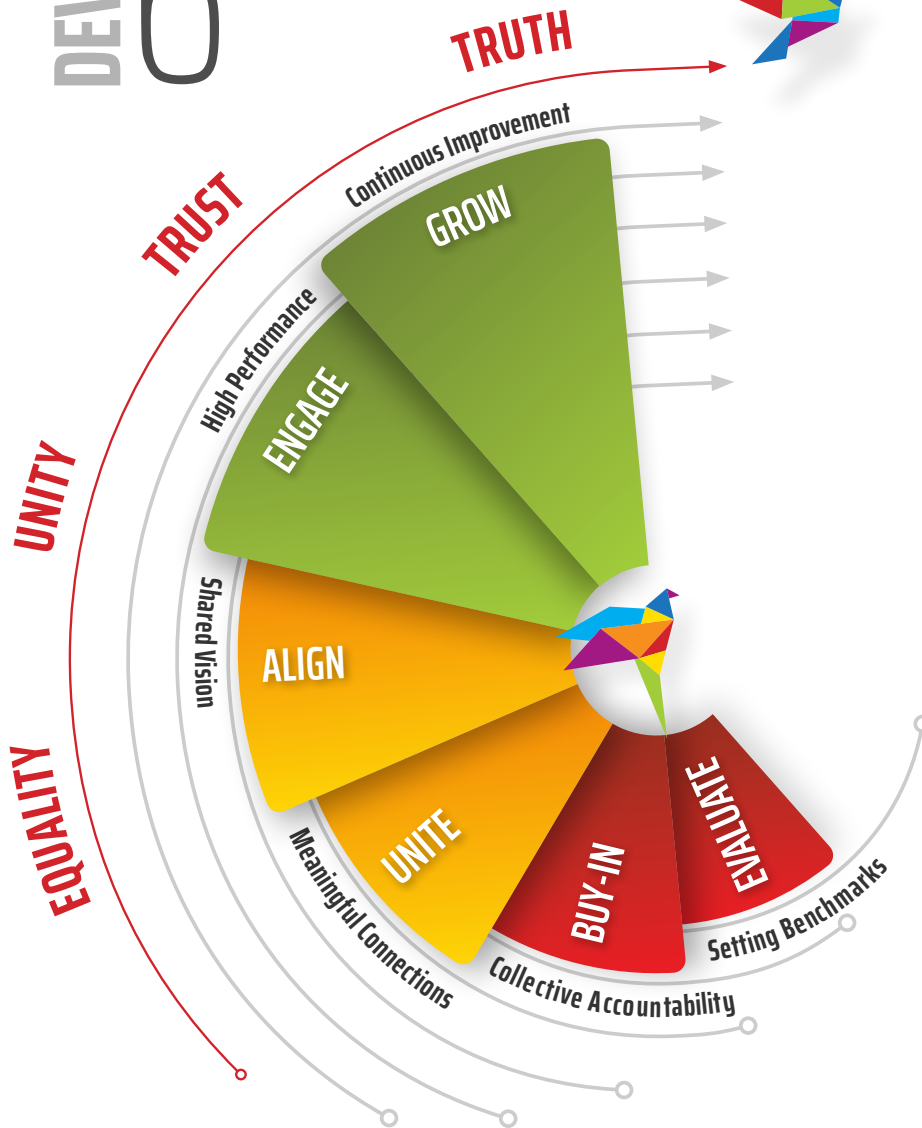
Sales teams with high levels of psychological safety are more likely to meet their targets and close more deals. This is because employees who feel secure in their roles are more confident in their abilities, leading to better sales pitches and customer interactions.

Amy Edmondson, Novartis Professor of Leadership and Management at Harvard Business School, coined the notion of psychological safety. Psychological safety is a shared belief that the team is safe for interpersonal risk-taking. In psychologically safe teams, team members feel accepted and respected.

- 1 Psychological Safety** Can we take risks on the team without feeling insecure or embarrassed?
- 2 Dependability** Can we count on each other to do high-quality work on time?
- 3 Structure and Clarity** Are goals, roles, and execution plans on our team clear?
- 4 Meaning of Work** Do we know that the work we're doing matters?
- 5 Impact of Work** How does the work that people are doing actually benefit the company?



DEVELOPING High-Performance Teams with 6 steps



As Engage and Grow we present our clients a unique model with Developing High-Performance Teams with 6 Steps to provide employee engagement.

Our methodology, reveals 3 types of employees after the analyses we've made with your employees.

The green color represents highly engaged employees that your company wants to achieve with employee experience; **the color yellow** represents those who are neither engaged nor disengaged and reflect a very small part of their potential to their work; and **the color red** represents the employees that no one wants to see in their organisation: Disengaged Employees.

In group activation programs where we transfer employees from red and yellow to green, we focus on one goal: developing high-performance teams.

“Let's go green!”

Our Core Notes

- Employee engagement is a key focus area in almost every industry and discipline, but it's especially important when it comes to sales teams.
- Engaged employees have higher wellbeing, better retention, lower absenteeism and higher productivity.
- Gallup describes them as follows: They are psychological "owners".

- By ensuring that your sales team is engaged, you can increase customer satisfaction and decrease turnover.
- If you want your people to perform, you need to create a sense of purpose. Employees, especially those Millennials, are desirous of working at organizations that care about more than just profit. They're interested in collaborating with organizations that are socially responsible and that care about its people and the environment. And, with Millennials soon to make up more than 75% of the workforce by 2025, it's definitely an approach worth consideration.

- Engage & Grow Sales Team Program will transform your sales, leadership, and culture in only a matter of weeks. The difference that program makes is that it enables fundamental behavioral changes within the company and supports the creation of a positive corporate atmosphere over time.

**We are all over the world,
contact us.**



Our eBooks



Compassionate Leadership

Balance the Head and Heart



Diversity, Equity and Inclusion (DEI)

Nothing will be the same



The Big Engagement

It Will Save The World



Developing High-Performance Teams with 6 Steps

Let's go green!



Human Back Into Human Resources



MANAGING CHANGE IN 2023

PEOPLE CHANGE OR THEY DON'T



CONNECTION

Beyond Communication



Reimagining Work



Discover Your Coaching Niche



Grow With Your People



Service Stays Forever



EMPLOYEE ENGAGEMENT & SUSTAINABILITY

INSPIRE TO TAKE ACTION



EMPLOYEE ENGAGEMENT in EDUCATION

UNLOCKING POTENTIAL



ONBOARDING MATTERS



SERVICE INDUSTRY AND EMPLOYEE ENGAGEMENT

OPTIMIZING HUMAN EXPERIENCE: CKGEX



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