

FREE DOWNLOAD

HOW TO MANAGE SALES ENERGY IN THE FIELD

BEST PRACTICES FOR SALES MANAGERS
AND SALES LEADERSHIP




INTRODUCTION

If you manage salespeople, please understand you don't manage them. You manage the energy of the team.

Energy can be infectious in a positive or negative way. One of the things I learned from managing hundreds of salespeople is that energy directly corresponds with sales results.

In this e-book, we'll talk about the best practices for sales managers and leadership to help manage their team's energy in the field and grow sales. We will also cover what to do when salespeople aren't performing and doing the sales activities that lead to success.

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PART ONE

WHAT'S THE PROBLEM?

The owner of the company notices sales are down and goes to talk to the sales manager. The inexperienced sales manager then relays the pressure and stress to his salespeople.

You have to be aware of the energy flow from top to bottom before you can manage it. In many cases, sales managers don't even realize that they are transferring stress to their sales team and are micromanaging them.

By watching your team's every move, constantly counting the calls they make, following them to meetings, asking for hourly updates and needlessly criticizing, can further hurt the salesperson's morale.

The negative impact of micromanaging can be seen in several ways:

- Increases burnout, and therefore higher turnover
- Stifles creativity and can lead to the sales team taking less risk
- Drains confidence and makes one doubt their sales abilities

YOU HAVE TO TRUST YOUR TEAM

Rather than punishing underperformance, the sales manager must become a support and guide. Take a step back and you might see that a struggling team might be because of improper training on your part.

PART TWO

WHAT'S THE SOLUTION?

As Thomas S. Monson said, "Without a goal there can be no real success." Is it any wonder why managers who haven't built a sales plan don't hit their sales goals?

Handling sales planning 'on the fly' is like taking off on a airplane without knowing the direction. There's a slight chance that you'll get where you want to go, but why take that risk?

DON'T LEAVE IT TO CHANCE

A sales plan allows the sales team to know where you want to go, how to get there and when to make adjustments.

It should be a living document, with most businesses updating it every 6 or 12 months. For example, it's beneficial to routinely review these questions:

- What business are we in?
- Who are our customers?
- Where do most of our sales come from?
- What are the internal and external factors that can impact sales? (technology, industry trends, business environment etc.)

Clearly defining the set of high-level sales targets can bring renewed motivation and focus to your sales team.

Then, guide your salespeople from goals into action by creating daily and weekly habits for success. The best system for this is a weekly sales meeting.

PART THREE

THE WEEKLY SALES MEETING

An engaged weekly sales meeting can carry the energy of the team for the rest of the week.

Following a Entrepreneurial Operating System (EOS) Level 10 structure, the next page breaks down the important sections of what the meeting should cover.

SALES MEETING AGENDA



SEGUE

5 MINUTES

Everyone gets an opportunity to share a short statement about last week both personal and professional.

SCORECARD

5 MINUTES

Take a look at the team and or individual numbers each week. This is an opportunity to have awareness to what's working and where more energy needs to be spent.

SALES REVIEW

15 MINUTES

Each member takes a moment to share successes from last week and make a commitment to the following week. This is also an opportunity to share challenges the staff is facing in the field.

CUSTOMER & PRODUCT HEADLINES

10 MINUTES

This time is for product training and feedback from clients. Great time for guest to appear to talk to the team.

SALES TRAINING AND ROLE PRACTICE

20 MINUTES

Each week staff should be learning best practice and doing mock Role Practices to get better each week.

CONCLUDE

5 MINUTES

Summary of lessons learned and action items to be aware of for the week. And rate the meeting.

LISTENING IS KEY

Starting with the "Segue" section, the sales meeting invites a safe conversation climate where salespeople feel heard and appreciated. The sales manager who exercises active listening can boost sales energy and better develop employee potential.

Note, as a sales manager you possibly haven't been out in the field in a while. You should lean on the experienced salespeople who will have the best insight because they are the closest to the customers and know what's working.

THE SCORECARD

Easily track weekly progress by using a numbered goal assigned on the team or individual level. Reviewing the numbers brings perspective to the week as a whole. You can think of it like a baseball team reviewing their won/lost record, ERA and batting average.

SUCCESS LEAVES CLUES

Good sales managers get salespeople to talk and tell stories, because it's in the stories that inspire others on the team to win.

Role practice provides the opportunity for sales teams to approach top challenges before going into the field.

Each week you could cover a different a different scenario:

- Practice building rapport with prospects
- Identifying a prospect's needs
- Recommending products
- Handling objections
- Negotiating deals

There may be someone excellent in handling objections, and by others listening, they can change their course of action. Remember, stories resonate, inspire, and create more energy.

PART FOUR

CREATING ACCOUNTABILITY AND MOMENTUM

You could hold a sales meeting once a quarter, but if you want to run a professional sales organization and generate a lot of revenue, weekly sales meetings are key. Sales energy and momentum can run out without consistent recognition and feedback.

Salespeople gain personal accountability by vocalizing and writing down what they did last week and their commitments for this week.

MONDAY EVENT FORMS

Every Monday have each salesperson create an Event Form in writing where they list how many customers visits, proposals or calls they will commit to for the week.

FRIDAY EVENT FORMS

Near the end of the business day on Friday, get with your team to reflect on their week's performance.

- Any wins you would like to share?
- Any challenges you would like to document?

Your salespeople do awesome things you don't always see, but with a weekly list of wins, it's easier to give recognition of great performance.

Dopamine, the hormone that acts as a reward center, is released after positive activities like winning a sale or getting validation.

Acknowledging small and big wins will give your sales team a dopamine rush that will make success addictive.

Momentum is powerful.

PART FIVE

HANDLING HARD CONVERSATIONS

We hope by now you have a clearer understanding of how to manage positive sales energy and help the team create good habits. But how do you approach low activity, low sales and negative attitude from them?

Being negative and overly critical to salespeople will never get the results you want.

Instead, approach the salesperson as you would a friend. "Hey Joey, I see your performance isn't matching up with your peers. I'm here to help and support you. Let's figure out how to overcome your obstacles and get you selling again."

THE DO'S AND DON'TS

Before you give the salesperson feedback, there are some important do's and don'ts you should know:

- **Do** have a call to action that they create on their own
- **Do** end on a high note; convey that you have their back
- **Do** follow up the next day
- **Don't** text or email- try to have face-to-face dialogue
- **Don't** plan in the morning because it may impact their sales energy for the rest of the day

Showing empathy towards your sales team and coming across as a partner and mentor will boost the sales energy needed to grow your sales to the next level.

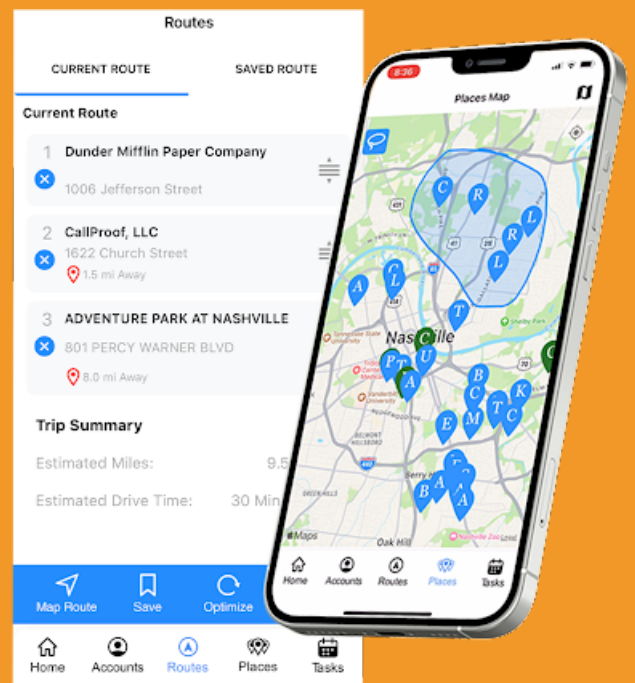
The bottom line? Have a solid sales plan, hold weekly meetings, and encourage good habits for your sales team.



CallProof is a simple tool for field sales people.

Automate the tracking and management of sales activities.

- Find Targeted Leads
Over 26 million businesses
- Lasso tool for adding leads
- Smart Routing
30% more prospects
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Data collection
- Auto reports for Scorecards
- Easy Activity Tracking
Email and calendar sync
- Integrated Sales Funnel



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RECOMMENDED READING

