



Increasing Sales Team Performance

Having the right people—with the right attributes, skills, motivation, characteristics and drive to represent your company in the marketplace is essential to increasing sales team performance.

Because having the right people on board makes all the difference between a business's success or failure, building and retaining an effective, top-performing sales team needs to be a leading, top-of-mind priority of executive leadership and sales management—not a responsibility solely delegated to human resources.

Creating the conditions that result in increasing sales team performance is a mindset that needs to permeate the entire organization, starting with senior management.

To begin the process, a comprehensive analysis of the standards that are necessary for top performance in the sales role at your company is completed. These standards target the attributes, skills, motivation, characteristics and drive that are crucial in the sales role to achieve the goal of top sales team performance, increasing revenue and profits and assuring long-term growth and success.

In defining these qualities for increasing sales team performance, a profile—or snapshot of the ideal salesperson is developed. This profile serves as a guide in recruiting, interviewing and selecting top performing sales candidates, making certain the company hires only those who FIT the sales role. Not all top performers in sales are going to be the best FIT for every company. This is why each company must define its own set of standards and qualities that are necessary for selecting and developing the right sales team to increase sales team performance.

These standards can be identified and defined through a thorough assessment of the sales role at the company. Growth Dynamics offers companies a proven tool for defining the snapshot of a top performing salesperson for a particular company. This tool is the GDI Sales Team Benchmark®.

The standards identified through the Benchmark also can be used to help the company design training for existing staff to help them raise their level of skills and qualifications to reach their employers' performance objectives and to increase top sales performance.

By following the Benchmark, companies can assure their success in reaching sales objectives and for maintaining a mutually rewarding, beneficial relationship with a team of motivated, high-achieving sales professionals.