

Title: What Does Winning Look Like?

Alt Title: What Does a Winning Sales Team Look Like?

The Importance of Success in the Sales World

In the world of sales, we measure success by the numbers. How many leads did you generate this week? How much revenue did we bring in last quarter? How many sales calls did you make last week? The age-old adage to sales success surrounds our productivity and frequency – but should we rely on this metric alone?

Everyone wants a successful sales team. More importantly, everyone wants a “winning” sales team that can land clients and bring in revenue at a steady rate. But we have to get past the buzzwords in order to ensure long-term, effective sales success. We have to move past the focus on numbers and drive our attention toward what actually matters most: the human members of your sales team.

Success looks different for every company. However, there are a few key strategies that can help increase your team’s sales smarts. Focusing on people-driven sales strategies and smart recruitment processes can significantly boost your team’s success – and start your company’s winning streak.

Beyond Buzzwords: The Characteristics of a Winning Sales Team

We hear about the top traits of sales reps constantly: tenacity, personality, charisma, charm, and so on, so forth. These characteristics are not necessarily poor – there’s a reason we hear about them all the time, and that’s because these traits work in the sales world. But that’s the problem – everyone knows these strategies already. How can we inject fresh, effective sales rep characteristics that provide proven results and help your company stand out from the competition?

Focusing on the individuals who make up your team, screening them for fresh characteristics during the recruitment process, and ensuring their personal development throughout their time with your company can help you build a strong sales department for maximum lead generation. You should hire and cultivate these characteristics within your team to move beyond trite buzzwords and bring your sales strategy into the future.

- Your sales reps should be people’s people. They should invest time with your customers so that your company can develop meaningful relationships with your prospects. This can help boost sales significantly – in fact, [74% of consumers report](#) that they spend more money with a company that provides great customer service!
- Your sales team should constantly be learning throughout their time with your company. The most effective sales team always knows the best product knowledge strategies, constantly bounce ideas for sales calls off of one another, and are always willing to engage in additional training so that they’re constantly at the top of the pack.

- The best sales teams know what the company's goals are. These goals should be transparent, structured, and updated frequently by leaders like you. You should frequently assess and evaluate your team so they know how they compare to company standards and learn how to improve.
- Your sales reps should have a history of accountability and strong time management skills. They should know how to fulfill a customer's request in a timely, efficient manner and schedule their days accordingly.
- Above all, your sales reps should be strong communicators and collaborators. A sales team is a team, after all, and silence between members can cause the whole operation to fall apart.

How Do Successful Sales Leaders Build Their Teams?

Finding sales reps that can fulfill these characteristics and more can be quite the challenge, especially for sales leaders like you. From recruitment to hiring to training and education, how are you supposed to shape your sales team into winners?

From the beginning, you should employ knowledgeable, effective strategies to recruit, hire, and retain top talent. Training and onboarding are crucial processes to sustained sales success, and you should focus significant attention into this time with your new employees.

Most importantly, understand that sales training doesn't stop after the probationary period – implement ongoing education and practice for all of your sales reps, from new recruits to junior associates to senior-level pros. Successful sales leaders know how these factors can boost a sales team's winning streak – and now you can too.

Factor #1: Knowledgeable, Effective Recruiting

When you're looking to add new members to your sales team, you want to ensure that you're hiring the right people from the get-go. If you do not have a streamlined and informed recruitment process, you don't target the type of people you need for your sales team to win – and you attract the type of people that could bring you down.

Bad hires and bad recruits have a high cost to your company. If you hire someone who is not a good fit for your unique sales environment, you can lose valuable hours training, screening, and interviewing this candidate. They can cost you money in wages without providing a lucrative output. In addition, your team morale can suffer – and your overall performance can decrease.

Using a strategized approach to your recruitment process can help you cut down on these costs and target the right people for your company's sales team. The better pool of talent you can recruit for your team, the better hires you will obtain overall.

If you engage in knowledgeable, effective recruiting processes, you can:

- Attract, hire, and train the right sales reps to match your company's environment.
- Find the correct talent for your industry so that you don't have to spend as much time on the recruitment process.
- Find the right people for the right positions from the beginning, so you can focus more on training, education, and team-building to increase your sales.
- Find new hires and train them at a rate 50% faster than traditional recruitment practices.

[CLIENT NAME] offers knowledgeable and research-informed recruiting services for sales teams. Through this process, you can find the right recruits through scientific data rather than relying on intuition alone. When you invest in smart recruitment processes, you can see returns in your company's profits.

Factor #2: Predictive Hiring and Screening Processes

Hiring a new member of your sales team can be a challenging process. From interviewing to pre-screening to reference checking, you will need to conduct a significant amount of research prior to finding the right hire. Many sales leaders jump into this process blind – but taking a strategized, research-based approach to hiring can ensure that you obtain the best possible talent to take your team to the next level.

By taking a predictive approach to your hiring process, you can decrease your hiring mistakes significantly. For example, you don't want to hire someone with poor time management or interpersonal skills. You can assess each candidate based on your company's specific criteria, environment, and needs, ensuring that you choose the right talent and the right match from the beginning.

If you choose a predictive hiring and screening process for your sales team, you can:

- Use customized candidate profiles to screen different potential hires for compatibility with your specialized hiring criteria and your sales team's environment and culture.
- Assess and evaluate each candidate for specialized core selling competencies that the best performing sales teams in the United States possess, ensuring that you hire individuals with the right values and attitude necessary for sales success.
- Predict the level of success that a potential hire would bring to your sales team so you can make an effective hiring decision.

This technology can be extremely beneficial to choosing the right person to bring onto your team. You can't only assess someone based on their resume these days – you have to ensure that this person would be a good match for the team, the company, and the culture overall. Teams that enjoy working together will yield a better sales output!

Factor #3: Streamlined Training and Onboarding

One of the biggest costs associated with a new hire is the cost of training and onboarding. This step is also the most crucial. Without a comprehensive and informative training process, the new hire can fall behind the rest of the team, driving down your overall sales success. In addition, the

longer you have to train a new hire, the more money it will cost your company and you will reach your winning streak at a slower rate.

However, you can use streamlined and targeted training and onboarding to shorten this process and help your new hires obtain the skills they need to succeed. Training does not have to be lengthy in order to be successful; you just need to know what skills your new hire needs to obtain to reach the same level as the rest of the team.

Human-to-human training has its benefits, but relying on this type of learning alone can lead to miscommunication issues down the line. For best results, use a data-driven training platform to help onboard new sales hires as well.

With a streamlined training and onboarding process, your sales team can experience numerous benefits including:

- The utilization of a modern learning platform to teach the correct skills for maximum efficiency.
- Customized training content based on the specific needs and gaps in the new hire's skillset.
- Targeted training material to maximize the greatest amount of behavioral change in the new hire for the benefit of your sales team.
- The use of engaging training content so that new hires pay closer attention and retain a greater amount of information, such as videos, quizzes, and personalized action plans.
- A greater application of training materials to real-world situations and concepts, through the use of simulations, roleplay, and workshops.

With a faster and streamlined training and onboarding process, you can decrease the amount of time you spend training your hires while giving them the sales skills necessary to make it to the next level. The stronger your new hires will be, the more successful your sales team will be overall.

Factor #4: Ongoing Equipment of Sales Skills and Strategies

Many sales leaders forget that sales are ongoing processes and there are always ways for the team to improve. You shouldn't stop the training after the probationary period. There are always emerging trends in your industry that your competition will utilize to get ahead – ensure that you stay on top by incorporating ongoing learning for your team beyond initial training.

Consistent education can provide boost your sales team's success rate in multiple ways:

- Helping your team hone and sharpen their sales skills will increase the amount of leads you generate since they're always aware of the best strategies to get customers to convert.
- You can use analytics to discover where your team can improve and where their strengths lie, so you can set transparent and structured goals for them to meet.
- You can consistently update your sales scripts and approaches so customers do not feel like your company's approaches are trite or outdated.

- You can help new hires practice their training, help old employees re-learn sales strategies they may feel rusty at, and ensure that your team is always willing to learn and improve their sales skills.
- With consistent and ongoing training, you can ensure that your sales strategies always align with the changing needs and desires of your customer base.

Streamline your sales operations by implementing training throughout an employee's time with your company. Engage in monthly or weekly goal-setting activities, roleplay scenarios, sales scripts drafting, and other activities to encourage team-building and personal development.

Set Your Team Up for Sales Success Today

Sales success means more than just the numbers. You have to focus on who you're hiring from the beginning, the types of talent pool your company attracts, and if your hires have the skills necessary to seamlessly transition into your sales team's culture. Your team is only as strong as its weakest member, and by focusing on new hires' success, you can significantly boost your team's win factor.

Never forget that your team should not stop learning, even after the onboarding process ends. Training is crucial to ensuring career-long sales success, and investing in education for your employees will enable you to see an increase in leads, new clients, and overall revenue.

Implementing these changes can be easier said than done. Sometimes, you need a little bit of help ensuring that you are attracting the best talent possible and that your team is receiving the correct training they need to boost company success.

Are you looking for streamlined recruitment and hiring services, training platforms, continued education, and more for your sales team? [CLIENT NAME] has the tools ready to ramp up your company success for the long-term. Contact us today to schedule your free consultation and learn more about how the [CLIENT PRODUCT] can boost your company's winning streak.

Loralee Sepsey
Think human. Write human.