

Upgrading your Sales Force

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We often hear sales leaders refer to their top sales reps as “A” players. Typically A players represent the top 10 to 15% of your sales force. The next 65% are your B players and the bottom 20% is split between C players that are struggling to make it and those that will never make it, and then of course you have your new hires sprinkled in amongst all of these groups.

When it comes to investing in your sales force the biggest bang for your buck comes from concentrating your investment in both your A and B players. Giving you're A players the tools to make their jobs easier and less time consuming so they can create more wins while also giving your B players the same tools, and the skills to leverage them you can upgrade your sales force and turn the tide to start driving larger deals, shorter sales cycles and greater profitability.



To successfully enhance you're A players and transform your B players you will need to clearly define the characteristics of an A player and look at what they do in comparison to other, less successful sales people. Our studies have shown that A players tend to do the following more than any of their counterparts. They...

1. Do considerable research before they meet with a customer to fully understand the customer's competitive landscape and financial trends



2. Build questions before the customer meeting that display their understanding of the customer's issues and help build clarity around the customer's needs
3. Draw a clear connection between their solutions and the most pressing business needs of the customer

Our experience tells us that these activities, more than any others help sales reps move higher in an organization as they start to speak the “language” of business and move away from products and features type conversations. As a result A players tend to have relationships at the executive level of the customer's organization which gives them the clear advantage in driving larger deals, shortening the sales cycle, and increasing profitability.

As organizations look to invest in their sales and support teams the greatest return lies in making those 3 activities as easy and less time consuming as possible. Giving you're A and B players the tools to uncover complex business issues that are relevant to their customers and the skills to be able to link their solutions to those issues is the key to upgrading your sales force. The results will reveal themselves in the numbers.