



THE SALES TALENT SHORTAGE: THE STRUGGLE IS REAL

Sales organizations worldwide compete to attract and keep top performers in their ranks. Most CEOs and business owners know this truth, despite the swings in any given economy, the sales talent shortage is real and ongoing. They also know that the loss of a top performer can impact their company's revenue for years. A few things that senior leaders can do to combat this shortage include:

1. Assess your investments - Technology such as CRM systems and new compensation strategies are important. Organizations should also invest in people who understand how the company's value proposition aligns with customer issues.
2. Discover success drivers – Assessment tools can be helpful in identifying key sales behavioral that top sales performers possess- which can then be leveraged in their organization's hiring process.
3. Show your appreciation by providing your sales professionals a clear career path – Discover what motivates your star performers and then coach and develop them for the roles for which they are best suited for.

Top performers are not only valuable for the revenue they generate, but also as an asset to senior leaders who tap into their expertise and insights to improve everyone else. So, what are some of the behaviors that separate top performers from the rest of the pack? Research shows that top performers are:

- ✓ Disciplined and consistent in the use of their sales process
- ✓ More likely to prepare for sales calls and rely on a well-defined sales process to identify and qualify potential prospects and develop an effective approach to reviewing existing opportunities
- ✓ Constantly self-evaluating and motivated to improve
- ✓ Proactive problem solvers who seek new opportunities rather than wait for lead generations from the marketing organization

One final thought regarding *the great salesperson's surprising secret*. A study published in Psychological Science debunks the widely held belief that extroverts make better salespeople than introverts. The study found that extreme extroverts and extreme introverts get just about the same (not great) results – and that the people that get the best sales results are those who can flex between introverted and extroverted behaviors. This skill of being able to shift your behavior to create better relationships and results with a wider variety of people is called versatility.

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