5 Principles to Creating a Culture of Sales Excellence
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1. Why a Culture of Sales Excellence is so Critical to the Success of Your Organization

The lifeblood of any organization is its ability to attract and retain customers who see value in their products and services and are therefore willing and able to pay for them. In addition to a fair value exchange of product/service for money, customers today are expecting a flawless service experience. Service in and of itself is becoming the new competitive weapon.

The highest performing organizations have learned that in order to improve their NPS (net promoter scores), increase customer ‘share of wallet’, improve customer retention, and improve revenues and profitability, their sales professionals need to have unparalleled skills that build customer trust, confidence, and loyalty.

To further heighten the challenge most organizations are facing, product differentiation is reducing and price competition is becoming increasingly compressed as customers have access to competitive data at the push of a button. We all know that we can shop online and compare prices in an instant or simply walk across the street. So, whom do customers buy from? The organization that is able to meet their unique product/service needs and provide a unique and compelling service experience. We buy from those organizations that have created a Culture of Sales Excellence throughout their business.

And yet, despite all the money and efforts many companies put into improving products and services, striving for unique differentiation, training their staff in sales techniques and quality service, the results often do not live up to the customer’s expectations. We have all experienced the mediocrity that businesses dish out and all too often we are left wondering how the business is still in business. What is missing?
The key to consistent high performance in a service business is an understanding of the 6 KEY PRINCIPLES of Sales Excellence as outlined below:

Principle 1:
The final stage of product development takes place at the point of sale.

As most products and services we purchase are ‘manufactured’ for the average customer, the great sales professional spends considerable skill understanding the customer’s requirements and then tailoring the product to accurately match the customer’s needs. The customer feels that in their end-to-end experience with staff, they receive real value over and above the product they actually purchased. It is the ‘soft experience’ and not the product itself that creates the customer experience.

To be effective in their roles, all sales professionals need to know everything possible there is to know about their customer and their needs, and to know what they can do at the point of sale to meet these unique needs. In other words, in a culture of sales excellence, sales professionals are required to use their own initiative and judgment to meet a customer’s needs in a way that is beneficial to the organization and to the customer. Despite this, it is regrettably commonplace to hear staff saying of management: “They say they want us to put the customer first, but they really put getting a sale first.” This thinking creates an ‘us-them’ mentality and detracts from the customer experience.

To ensure that ‘the final stage of product development takes place at the point of sale’, managers in sales organizations need to realize that their roles differ markedly from the traditional roles of managers who are, for example, involved in manufacturing or non-customer facing roles. In a sales environment, whether B2B or to the end client, what is needed is an appreciation that the task for management is to create a climate within which the sales professional can exercise their initiative to identify the customer’s unique needs and then tailor the product or service to meet those needs.

Principle 2:
In a culture of sales excellence, product development, customer segmentation, pricing decisions, packaging, and marketing are not the sole preserve of some “head office” departments.

In a culture of sales excellence, sales professionals are encouraged and supported to actively influence organizational decisions about what is best for the customer. This oftentimes requires that organizations examine their structure and processes to ensure that the front line sales professionals, who know the most about the customer, are really listened to and respected.

External effectiveness in the market place depends ultimately on internal effectiveness, and internal effectiveness is driven by the customer facing staff who have the best understanding of the customer experience. If the focus of the business is not to serve the customer the way the customer wants to be served, you won’t get the business – and don’t deserve it.
And yet how often have you heard people in sales organizations saying that they are driven by ‘head office.’ “They tell us what to do, but they don't have any idea what it is like to actually work with the customer.”

**Principle 3:**

When ‘the final stage of production’ goes unmanaged, the customer experience is reduced to mediocrity.

An effective sales organization must show evidence that it really does have something special to offer. This is especially true in industries where customers don’t really see any important differences in the product or service they are buying. Think for example about buying a TV, a car, clothes, or groceries. Whether you purchased those items from one store or another you would get essentially the same product. So what creates the difference in the customer’s mind between this organization and that one?

Three important characteristics differentiate outstanding sales organizations from mediocre ones. They are:

1. **A Well-Conceived Strategy**
   
   Outstanding sales organizations have discovered, invented, or evolved a unifying idea about what they do and why they do it, and THEY DO NOT SELL PRODUCTS.

   This strategy directs the attention of people in the organization towards the real priorities of the customer and the deeper purpose of the business.

   One client that Dynamic Achievement works with sells a commodity, but it has as its guiding strategy and values “to make a meaningful difference in the life of every customer.” Their total focus is NOT on selling the commodity, but providing something significant of value to the customer that goes way beyond the product. The customer can buy the product elsewhere, but they cannot buy this ‘meaningful difference’ anywhere, so they keep coming back….and tell their friends about it.

2. **Customer-Oriented Frontline People**

   Customers buy from people they trust and people who care for them. Customers typically do not care much about the sales person’s technical skills – this information can all be found on the web.

   Customers buy from sales people who are interested in them and really listen hard to understand their needs.

   Customers buy from sales people who are transparent and trustworthy, where what you see is what you get.

   Customers buy from people who are positive and optimistic and create an environment where people feel welcome and safe.
And yet many organizations put technical specialists, who oftentimes have low Emotional Intelligence, in front of the customer. While they can talk about the product’s features and benefits ad nauseam, they cannot relate to customers who, in most cases, buy for emotional reasons and not based on logic.

Let’s face it, most customers buy emotionally and then back up their decision with logic and reason, not the other way around.

Organizations that have a culture of sales excellence understand that it is the sales professional’s mindset and customer focused skills that make the difference.

3. **Customer Friendly Systems**

   The delivery system that backs up the sales people is truly designed for the convenience of the customer rather than for the convenience of the organization. The physical facilities, policies, procedures, methods, and communication processes all communicate to the customer: “This organization is here to meet your needs.”

   One of the most common symptoms of mediocrity in sales organizations is when the customer finds it necessary to run through an organizational maze to get his or her needs met. Many organizations today are still compartmentalized and regimented in an attempt to improve operational efficiency. “Service” does not know what “Sales” is doing; “Parts” has no idea what “Service” is doing. “Head office” people, in particular, tend to become isolated from the sales professional’s and customer’s experience.

**Principle 4:**

**Empty slogans such as “Our front line people are really the ones who make us or break us” are meaningless.**

Catch phrases such as this one, create an initial impression that a company is paying attention to the needs and interests of the sales professional who interacts with the customer. However, the real test is not in slogans, but in the actual experience of the sales professional:

Sales professionals often feel that their only purpose is to hit a revenue target, close more opportunities, sell more x, y, z. Too often, the sales professional feels threatened and pressured to hit quota even though it is not in the best interests of their customer. And this is what damages the sales experience for the customer. Customers feel pushed and pressured to buy products because the organization is serving itself and not really interested in the customer’s needs.

If a company has a sales target for each of their sales professionals and compensation is directly tied to sales, you must know that sales staff are often feeling torn between serving the needs of themselves, their families, the business…and the needs and interests of the customer.
Principle 5:

Unless the shared values, norms, beliefs, and ideologies of the organization - in other words, the organization's culture - are clearly and consciously focused on serving the customer, there is virtually no chance that the organization will be able to deliver a consistent quality of service and develop a sustained reputation for service excellence.

It is not too much of a stretch to say that everyone in a sales organization has a service role - even those who never see the customer. This applies to administrative staff, supervisors, middle managers, and even top executives. It's one thing to get frontline sales professionals into a customer-oriented mode, it's quite another to sell that message to people in non-contact roles. It often happens that these non-frontline people become preoccupied with their own inside concerns. They may spend so much time and effort dealing with information, procedures, forms and reports that they become absorbed in their point of view. “It is somebody else's job to take care of the customer, my job is to make sure those reports get in on time.”

When inside people lose the sense of being connected to the customer, regardless of how distant the connection may be, they become bureaucrats. What they don't realize is how their detachment and indifference hurts the customer experience, because in fact the mindset they need to have is “It is somebody else's job to take care of the customer directly, my job is to take care of that somebody so that they can create the best experience possible.”

Organizations vary remarkably in the overall spirit that exists among their employees. In some organizations there is a high energy level, a sense of accomplishment, and even a sense of excitement on the part of employees. This optimism and positive energy translates directly to the customer experience and builds trust with customers. In other organizations there is a sense of detachment and indifference. This pessimism and negative energy translates directly to the customer experience and leads to feelings of mistrust.

Many managers feel bewildered when presented with evidence of mediocrity or toxic performance at the front line level. Many of them have very little idea of what to do, or where to begin to solve this problem. And because they do not have the insights, the skills or the tools to solve the culture problem, they blame employees for the problem: Their lamentations are familiar: “What's wrong with people these days? Why don't they realize that the customer is paying their salaries?” and “You just can’t find good people any more”.

But really there is nothing wrong with people these days, it's just that people tend to react to their work environments. Motivation and commitment are fragile and circumstantial. As we have previously observed, to have a high standard of service it is necessary to create and maintain a motivational, optimistic, encouraging environment in which salespeople can find personal reasons for committing their energies to the benefit of the customers.
How can we tell when we have a motivating environment?

There are four important variables.

1. The first is the overall quality of work life as reported by people from their own individual points of view. This includes factors like job security, pay and benefits, opportunities for advancement, competent supervision, harmonious surroundings, justice, and fair play.

2. The second important indication of a motivating environment is the overall morale. The link between morale and commitment to the customer is fairly clear.

3. The third indication of a motivating environment is a prevailing energy level measured largely in terms of a sense of individual wellness and psychological well-being.

4. The fourth indication is a general sense of optimism. A belief that there are new possibilities, new ways to do things, new levels to achieve.

Now, let’s pull this all together and answer the question: Why is a Culture of Sales Excellence so Critical to the Success of your Organization?

Collectively, sales professionals’ perceptions of their quality of work life, fairness, respect, meaning, purpose, morale, optimism and feelings of well-being have a significant impact on their abilities to build trust and confidence with customers. The company’s sales and service strategy, the people the company hires, the quality of management, the orientation of the company’s systems, all collectively determine if you have a culture of sales excellence or a culture of mediocrity. And the results speak for themselves as customers choose where they would rather do business.
2. Why Most Organizations Struggle to Create a Culture of Sales Excellence

According to the American Society of Training and Development, American companies spend about $20 billion a year on sales training. Half of that money is spent on selling skills, and the other half is spent on product, company, and industry knowledge.

Despite all the money spent on sales training, most organizations do not get the return on investment they are expecting, and tend to respond by sending their sales teams to yet more training.

Based on our 25 years’ experience working with many leading organizations, we have outlined 15 main reasons why most organizations struggle to create a culture of sales excellence:

1. The organization does not have sales excellence as a defining strategic differentiator and/or does not know how to operationalize that concept throughout the business.

2. Lack of a successful sales structure. Structure determines behaviour. When sales people do not have a robust, practical and successful sales process that they are following consistently, the haphazard or shot-gun approach to selling achieves scattered results that are average at best. According to the largest sales research ever conducted by Huthwaite Inc., the most successful sales people are the ones who follow a well-proven sales process that delivers far greater results.
3. The organization does not have the right culture and motivational environment to engage the minds and hearts of its employees. The external experience delivered to customers will never exceed the level of the internal experience.

4. Lack of effective leadership: In today’s organizations there are many people in leadership roles, but few leaders occupy these roles. This challenge sometimes goes all the way up to the senior levels of the business as there are often people ‘at the top’ who do not demonstrate effective leadership. It is common to see the best sales people occupying sales management roles, but unfortunately many have not been provided with the necessary skills, tools and shift in thinking to lead their teams to excellence. Leaders do not understand that the focus of their roles and the style of their leadership needs to differ from the roles of managers in traditional organizations. The culture and leadership in a sales organization is markedly different from the culture and leadership in a manufacturing organization. That difference is not always clear to leaders.

5. Every aspect of the organization’s culture (Purpose, Vision, Mission, Values, Structure, Processes, Policies, Tools, etc.) is not focused on serving the customer. Many organizations either do not have or have not been able to rally their teams towards a common purpose, vision, and values that are inspiring to all team members. This leads to silos, lack of information sharing, lack of collaboration, and missed opportunities to leverage the different strengths of team members. The ultimate losers are the customers, the sales team, and the organization. In a culture of sales excellence, every team member feels what they are working on is meaningful, and are highly inspired by the common purpose, which becomes the driving force behind everything that they do.

6. The organization does not realize that in a sales organization, the final stage of product development takes place at the point of sale. They believe that the product, product differentiation, and customer segmentation speaks for itself and is customer intimate.

7. Narrow focus on sales skills development. Most organizations send their sales teams to sales training programs that focus primarily on their skills because that’s how it’s been done in the past. The big mistake they make is not realizing that without the right mindset, no skills training will reap the return on investment that they desire. Having a mindset for excellence (one of engagement, focus, commitment, purpose, accountability, confidence, and collaboration) is the difference that makes a difference between excellence and mediocrity.

8. Internal competition. Some competition is healthy, but when sales team members excessively compete against one another, that leads to friction, lack of trust, lack of collaboration, and lack of sharing. What this internal competition also causes is slower development, especially for new hires, since the more experienced team members are not mentoring or coaching their colleagues to success. In high performing sales teams, team members support each other by sharing information, latest strategies, techniques,
and ideas that accelerate the team’s development and ultimately their performance.

9. **Short-term focus.** Many sales people are focused on the next deal instead of seeing the big picture and viewing each customer in terms of their lifetime value to the organization. This leads to short-term thinking on what they can sell to the customer now rather than cultivating the relationship and creating higher value. They do everything to close the deal that’s in front of them, often not investigating thoroughly, not finding out what the customer really needs and sacrificing longer-term and potentially much bigger business.

10. **Lack of Resilience to Change and Challenges.** In most sales teams, when change or challenges occur, employees become distracted and lose focus on their goals. In a culture of sales excellence, your team has the flexibility and resilience to deal with change, challenges and uncertainty. Even when there are obstacles and challenges that may seem impossible to overcome, the motivation to achieve their goals is higher than the urge to avoid the discomfort. With that clarity of purpose and a strong desire to succeed, they push through the barriers and move forward. Sales managers support their teams in staying focused and on track.

11. The organization’s **systems and procedures are not conducive to sales excellence.** They are more focused on internal drivers.

12. The organization believes that ‘marketing’ is the creator of the company brand and promise, whereas in reality, how each and every sales professional shows up creates the customer experience.

13. The ‘moments of truth’ go unmanaged. There is minimal and/or ineffective coaching, feedback, and mentoring.

14. The focus of the business is on sales and hitting sales revenue targets. The focus is not on meeting customer needs and expectations. Oftentimes the short-term goals of the organization (to make money) clash with the best interests of the customer.

15. The organization focuses on **skills training** without sufficient focus on developing a sales excellence mindset.

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*If your sales people don’t have the right mindset in place, no amount of sales skills training will ever make a difference.*
3. The Dynamic Achievement 3 Phase Approach to Developing a Culture of Sales Excellence:

Over the past 25 years working with clients, the Dynamic Achievement team has learned what distinguishes super-successful sales cultures and sales teams from mediocre ones, and how to develop a culture of sales excellence that consistently delivers high performance. We have identified 3 distinct areas of competence essential to the achievement of sales excellence. These 3 phases actualize their true power when combined into one unified system. Our Culture of Sales Excellence program is built on the strong foundation of these 3 phases, and is designed to achieve immediate results from your sales team and ensure that these results are sustainable over the long term.

Our 3-phase approach begins with establishing a mindset for sales excellence. Then, with this new mindset in place, we continue by developing new, strategic and highly effective selling skills. Finally, the third phase ensures that the new skills, mindset, and results are sustained over the long term. At the end of these 3 phases you will have a strong culture of sales excellence, where every team member is constantly surpassing expectations and previous results.

**Phase 1: Sales Excellence Mindset**

The first phase of the Sales Excellence Program ensures sales teams develop a mindset that focuses on being fully engaged and giving 100%, being accountable and responsible for their relationships and results, and being clear and committed to their purpose, values, and goals. Ultimately having a creative and positive mindset means that sales teams look at what’s possible rather than why things won’t work, and are always looking for opportunities...
and ways to improve themselves and the sales and service experience. They come away with a greater curiosity and ability to understand other people (especially their customers), as well as themselves.

The two key components of the Mindset phase of the program are:

1. **Know Yourself** (your drives, motivations, fears, and limitations)
2. **Lead Yourself** (how to show up, attitude, accountability, focus, commitment, engagement, connecting with other people, understanding others, deeply listening to other people, and creating strong bonds where the needs of the others are equally important)

The main goal of the Mindset phase is to provide your team members with a heightened awareness of their potential to create results beyond what they imagined possible. The outcome: team members who are more confident, committed, collaborative, accountable, and resilient to deal with the challenges that come their way.

Additional results you can expect to see from your sales team members after this phase of the program include:

1. A self-driven and motivated sales team, with high determination to succeed.
2. Increased levels of optimism and enthusiasm.
3. Superior service excellence.
4. Greater drive for continuous growth and development.
5. Higher levels of accountability and commitment.
6. Deeper understanding of their customers’ motivations and needs.
7. Stronger collaboration, innovation and idea sharing.
8. Increased self-confidence and assertiveness.
9. Higher engagement, focus and commitment to your company’s goals.

**Phase 2: Sales Excellence Skills**

The majority of companies that send their sales teams to training focus mainly on traditional sales skills development, which is based on outdated techniques and thinking. Many of these techniques assume that the sales person is the expert on what the customer needs, which often leads to the salesperson doing more ‘telling’ than asking. Times have changed and customers today are highly informed, have many options available to them, and frequently know as much about the products and services as the business does. Research studies have shown repeatedly that what customers want more than anything else is a service provider that truly understands their needs, can deliver the ideal solution, and makes them feel valued and important. It is imperative therefore, that in order to deliver what our customers are expecting from us, a more strategic and sophisticated approach is required.
This phase of the program ensures that customers experience your sales professionals as strategic partners who are there to help them identify and then satisfy their needs and achieve their goals. The main focus of the customer engagement is to spend at least 50% of the time with customers investigating their needs thoroughly by asking masterful questions, listening intently, and truly understanding their needs, motivations, and expectations in order to provide them with the best possible solution.

The main goal of this phase is to significantly improve:

1. **Communication Skills** (strategic questioning, perceptive listening, and superior solution presentations)
2. **Customer Relationship Skills** (building trust and credibility, becoming the trusted advisor and strategic ally for customers)

In order to develop these high-impact skills, we use the latest research from neuroscience, psychology, and consumer motivation and behaviour:

1. Neuroscience explains the different chemicals that are released in the brain during positive experiences and negative experiences. In our interactions with others, our brain releases these chemicals and thereby influence the customer’s desire and level of trust to do business with us (or not).
2. Psychology provides a deeper understanding of human dynamics, personality types, emotional intelligence, and problem-solving.
3. Consumer motivation and behaviour enables us to better understand the customers’ wants, needs, desires, motivations, as well as what they don’t want and will do everything to avoid.

Expected Results from this Phase include:

1. Individual sales excellence plans on how to exponentially grow the business.
2. Improved skills to build trust and credibility.
3. Highly developed skills at investigating, understanding and prioritizing the customer’s needs.
4. Deeper understanding of the customer’s motivations and criteria for doing business.
5. Moving from “just another salesperson” to a strategic ally and trusted advisor.
6. Skillfully demonstrating superior advantage of the product, business, service.
7. Moving from price negotiation to value creation.
8. Professional ability to advance the sale.
10. Knowing how to strategically improve closing ratios.
11. Increased proficiency to reduce sales cycles.
12. Ability to significantly increase revenues and market share.
Phase 3: Sustaining Sales Excellence

When the first two phases are complete, your sales team will have a collective mindset for excellence, a strong focus and drive to achieve high performance, and the strategic skills and advanced competencies to deliver superior results. In this 3rd Phase, we focus on ensuring that the mindset for excellence and newly developed strategic selling skills are sustained over the long-term. This is a critical step often missed in organizations — but is required to ensure that your sales team doesn’t revert back to old habits.

There are two ways in which we ensure sustainability:

1. Team Accountability Groups: Sales team members are divided into accountability groups for a period of 18 months to continue their development, and support each other to deliver on their commitments and sales excellence plans. To this end, we have developed structured meeting agendas with practical tools, exercises, and ongoing learning activities for the teams to run their own meetings.

2. Coaching for Sales Excellence (for managers): Sales managers will learn how to effectively use specific coaching models to improve the performance of their sales teams, and remove any distractions that could be getting in the way of maximizing sales performance. Your sales managers will learn high performance sales coaching, how to lead and motivate their teams to increase their sales performance, and exponentially grow the business.

The secret to sustaining excellence is equipping your sales managers with leadership and coaching for sales excellence skills. Once your sales leaders have become competent at using these different skills to improve the performance of their teams, they will be able to:

1. Effectively coach team members to maximize their sales performance.
2. Increase the team’s resilience and ability to deal with change and uncertainty.
3. Ensure that the team members are consistently and effectively using the new selling skills
4. Coach the team to stay motivated.
5. Improve the confidence of their team members.
6. Enhance the creativity and innovation of their team.
7. Increase the focus and overall performance of their team.
8. Deliver sales excellence.
4. Your Culture of Sales Excellence Health Check

On each statement below, rate your organization on the 1-5 scale

**Culture of Sales Excellence Health Check**

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<thead>
<tr>
<th>To what extent do you agree or disagree with each of the statements below:</th>
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<tbody>
<tr>
<td>1. Our sales team is maximizing their sales potential.</td>
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<td>2. Our sales team stays focused on their goals during times of change and challenges.</td>
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<td>3. Our sales team is strategically focused on the potential lifetime value of our customers rather than on making the sale that’s in front of them.</td>
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<td>4. Our sales team collaborates with one another and shares information to develop their competence.</td>
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<td>5. Our sales team thoroughly investigates their customers’ needs by asking meaningful questions and effectively listening to understand customers fully (without making assumptions).</td>
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If you rated your sales team less than 4 (average), there may be a gap between your ideal sales culture and the one that currently exists.

In order to increase the level of performance of your sales team, and achieve greater overall sales performance and profitability, please contact us to find out how building a Culture of Sales Excellence will make a lasting difference in your business.
5. Why Choose Dynamic Achievement:

Our Core Differences:


All executives and business owners want three outcomes from any investment they make in the business: **accelerated performance**, a **positive return on their investment**, and **lasting change**. However, many organizational development programs, be they leadership development, team development, corporate culture change initiatives, process improvements, or employee engagement interventions tend to produce only short-term gains that fade away as people and teams go back to their old habits. This is the analogy of the elastic band – as soon as you take your eye off the change initiative, the elastic band snaps back to the old way and people return to operating as they did before the intervention. Based on the five core differences outlined in the eBook, we ensure **Immediate Impact, Accelerated Performance, and Lasting Change**.

**Business Strategy and Corporate Culture Expertise**

We are not transactional consultants who start at the bottom of organizations in the hope that you will achieve some gains. We start where it really matters, at the top. We get to understand your business, your strategy, your differentiation, your customers, your competitors, your culture, your employees and your systems and processes. Our culture of sales excellence initiative must be aligned with helping the business achieve its overall strategic objectives.

All three sides of this triangle (see below) must be in alignment for any business to stay in business. The organization must have a clear and **competitive strategic direction** and the **organizational capability** and **human capital** to successfully deliver the strategy. We see culture and sales development as a strategic imperative that must be aligned with the Corporate Strategy.

**THE STRATEGIC ALIGNMENT MODEL**

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Unique Program Design
Dynamic Achievement has designed a unique approach to strategic sales development that delivers real business results. We base our program design on the belief that customer facing sales professionals are an organization’s most critical asset and it takes time to develop true sales and service professionals; that what gets measured gets managed; and that sales and service professionals must be accountable for producing a great customer service experience.

Mindset, Meaning, and Purpose
Real and sustainable business transformation can only happen when leaders and sales professionals feel engaged at the core, and are aligned with a higher sense of purpose and meaning. Specifically, leaders and sales professionals must see and experience the following alignment and connections:

- the organization’s strategy and goals are aligned with their own personal purpose and goals;
- the culture of the business is aligned with the strategy (actions speak louder than words);
- the way leadership conducts business is in alignment with their personal values and the expressed values of the organization; and finally,
- people at all levels (and particularly those in management) are going to be held accountable for performing at the highest level of excellence.

Many employees, at all levels of organizations, don’t see or feel this connection or the accountability, which is why, in North America today, only 29% of employees feel actively engaged in their company and in their jobs.

Our culture of sales excellence programs start at the CORE, with the sales professional’s Mindset and only when this has been correctly developed do we move onto skill development. On the other hand, most sales programs focus on teaching and developing skills in the classroom. Unfortunately, all the new skills in the world will not help organizations to achieve their full potential. What is required is a mindset and culture that empowers people to take responsibility for changing themselves first before they start to try to acquire new skills and processes. No amount of skill training will work if sales professionals do not have the right mindset.

Real, Measurable Results
When it comes to organizational development, measurable and sustainable results are the true measure of success. This is the mandate within which every customized Dynamic Achievement program is developed, and it is how we ultimately wish to be evaluated. We will agree on evaluation criteria with you prior to the commencement of the program and throughout the process measure each milestone accordingly. The metrics we agree on will form the foundation of our measurement criteria.
Performance Excellence Guarantee
A highly engaged sales team who are committed to sales excellence and providing customers with the best possible service; customers who are delighted to do business with the organization because of the high value that they are receiving; and a thriving organization that continually focuses on optimizing their service offerings, employee engagement and fulfillment, and achieving excellence.

6. Conclusion:

The ultimate goal we all want to achieve:
A highly engaged sales team who are committed to service excellence and providing customers with the best possible experience; customers who are delighted to do business with the organization because of the high value that they are receiving; and a thriving organization that continually focuses on optimizing their service offerings, employee engagement and fulfillment, and achieving excellence.

7. Contact Us To Get Started
For client references and client specific results from our Culture of Sales Excellence Program, please contact us:

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