



Create a Diversely Talented Team



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One of an executive sales manager's most challenging responsibilities is keeping people motivated and encouraging their professional growth. During my 50 years in sales I have had the privilege of working with some highly talented sales teams. **To be an effective leader, one of the most important facts to recognize is that each team member has unique abilities.**

Motivational Tools

What stimulates one team member may not prompt another. Here are two effective tools for meeting the challenge of motivating diversely gifted sales team members and enhancing their performance.

1. Recognize individual uniqueness

Before a leader can recognize specific talent in others, they must first be able to exhibit their own. To do this, an inspiring coach must have his or her own growth mindset. As described in Carol Dweck's book, *Mindset: The New Psychology of Success (Mindset)*, a growth mindset is the belief that abilities and intelligence

can be developed over time through effort and learning. Adopting a growth mindset can lead to improved motivation, resilience, and overall success in various aspects of life.

I remember witnessing Michael Jordan hit a 3-point shot against the Denver Nuggets at the final buzzer. He had to have the self-confidence that every star exhibits for long-term success. That mindset requires hard work and a lifetime of consistent self-improvement.

Remember, each person you manage is unique. To better understand a person's individual strengths, I recommend training on [DISC personal](#) insights, an assessment tool that can reveal behavioral preferences and tendencies. Also, look at team members' organizational skills and knowledge of their industry's sales cycle. These capacity appraisals uncover personal strengths, which a sales leader can help a team member build upon. When salespeople feel their abilities are recognized and utilized, they are motivated to succeed.



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2. Set realistic goals

A sales leader knows how to set effective goals in specific areas and recognizes that par levels are different for each individual.

Fundamental to all sales systems is a daily call report that tracks the reason for each sales visit, what was accomplished, and the purpose of the next appointment. The best time to record a call is before moving on to the next client. Using an AI assistant is the most effective way to ensure all pertinent information is collected check out my blog [Improving Traditional Sales Processes](#). Timely data is paramount to the accuracy of your sales goals.

Setting clear, specific, attainable goals keeps your team focused and motivated. To be effective, accomplishments should be measured against goals. In face-to-face monthly meetings with reps, managers should review and record progress.

Goals should include:

- **A funnel for prospects** including next steps with special attention to the top five targets.
- **A dashboard of measurable objectives** with focused attention on no more than six to eight benchmarks such as:

1. Margin dollars for new accounts
2. Margin dollars of penetration into existing accounts
3. Number of prospective calls
4. Number of new contracts
5. Number of specified new products sold

- **A sales results scorecard** that tracks territory sales and margin growth, and new business margin. These measurements should include change from last month and change from same month last year.
- **A monthly assessment report.** This is the time for the sales manager to recognize and reward success. The rep will know areas he/she needs to improve. The manager shouldn't need to mention them. The numbers will tell the story.

Remember, goals should be mutually agreed upon. A new year's goals should be based on the previous year's results. Make room for reassessment during the year based on changes in business or personal conditions.

Team success

Recognizing each individual's strengths and setting realistic goals enables you to build a talented and successful sales team. Start today and watch your profits grow.

5 KEY TAKEAWAYS

1. To be an effective leader, recognize that each team member has unique abilities.
2. When people feel their abilities are recognized, they are motivated to succeed.
3. Set effective goals in specific areas and recognize that par levels are different for each individual.
4. Goals should include a prospect funnel, a dashboard of measurable objectives, a scorecard, and an assessment tool.
5. Recognizing each individual's strengths and setting realistic goals enables you to build a successful sales team.