

*“If we hire good people and train them well, sales performance will improve.”*

Training matters. But it can't replace the underlying Sales DNA that drives consistent results.

In my work, I repeatedly see three traits that separate top performers from everyone else:

A natural willingness to prospect and start new conversations.

Comfort in asking for commitment and confidently moving the sale forward.

The resilience to handle rejection without losing momentum.

When those traits are missing, even the best coaching and sales processes struggle to bridge the gap.

Skills can be taught. Scripts can be learned. Systems can be implemented.

But if the core Sales DNA isn't there, performance often plateaus well below expectations.

Before investing more in training, ask yourself: Are you developing skills... or trying to compensate for a lack of Sales DNA?

Hire Slowly, fire fast.

Mike