

Two Salespeople. Same Company. Very Different Results.

Let me tell you a story about two salespeople.

One is called Victoria. The other is Sam. They work for the same company.

They've received the same training, have the same manager, put in similar effort, and complete the same sales activities.

Yet their results couldn't be more different.

Victoria consistently exceeds her target every month.

Sam works just as hard but always seems to fall short.

So why?

Many Sales Managers assume it's an attitude or effort problem.

They coach harder.

They send Sam on more training.

They increase activity targets.

But nothing really changes.

Why?

Because the issue isn't above the surface.

It sits underneath.

It's not simply about what they're doing.

It's about how they're naturally wired to sell.

Until you understand a salesperson's natural strengths, blind spots, and coaching needs, you're often treating the symptoms instead of the cause.

So here's my question.

How many Sams do you have in your business?

Keep Victoria

More importantly...

What are you doing about it?

Maybe I can help.

I have 2 free spots in my Sales DNA programme every month.

If you want to know more, DM me.

Mike

Sales DNA Coach.