Here’s what every Sales Manager /Owner expects when they hire someone.

Hire well. Train them. They perform.

Simple. Logical. Obvious.

Here’s what actually happens.

Good interview. Weak performance. More coaching. Frustration.

Sound familiar?

EXPECTATIONS VS REALITY

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Better techniques will fix it / Some people are not wired for sales

One workshop lifts performance / Behaviour only changes with reinforcement

Everyone in the team can improve / Only a percentage consistently perform

Motivation drives results / Habits and sales DNA drive performance

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The gap between what we expect and what actually happens, that’s what I call the Sales DNA gap.

Most sales trainers operate on the left side of this slide.

The problem is… the business is usually living on the right side.”

Each month, I work with 5 clients to help them operate on the right side. If you are interested, just hit the reply button with “I’m in, and I will send you the details.

Have a great week selling your stuff.

Kind regards

Mike

P.S. If now is not the right time to explore this further, I would still be happy to send you a free copy of my book *Selling is Not Optional*.

It explains why selling is a conversation rather than a confrontation and outlines the habits that help salespeople prospect, open conversations and close with confidence.

There is no cost and no obligation.

Just reply BOOK, and I will send you a copy.