

If your team is sending proposals instead of starting conversations, you've got a people problem, not a pricing one.

Sales Rep: "I just wanna email him. That's all he wants."

You: "So you're going to email the presentation, the proposal, and all the pricing, correct?"

Sales rep: "Yes, that's what she wants."

You: "Okay, have you done a qualification exercise?"

Sales Rep: "No, I haven't. What's that?"

Now I know that's the extreme for a lot of Sales Directors, but it's what could be going on inside your organisation without you knowing.

Why? Lots of reasons: you're as busy as hell, the world is falling apart because sales are hitting the floor, and you've only got six weeks till Christmas — or should I say four weeks?

But when you really think about it, it could be the fact that you didn't recruit the right person at the right time, or you rushed it.

You had to fill a hole. You didn't have someone on your team; you rushed it because it would have cost you money.

But now it's costing you more money.

Is that you?

I'm looking for five Sales Directors who are keen to participate in a pilot program to help them recruit better, train more effectively, and retain their staff for much longer.

You'll find out who can sell, who you need to move on, and who actually qualifies to begin with for every client who comes across your business.

It starts with January and again. I'm only looking for five Sales Directors.

If you want the details, pop yes in the comments.