

Your sales issue might be a hiring issue, not a training issue.

“We’ve booked them on another course.”

“They just need more confidence.”

“They’ll improve once they know the product.”

Familiar. Logical. Often wrong.

I can talk from experience: many businesses invest heavily in coaching, but see little change in results.

Over the years, I’ve found that the best salespeople usually share three natural qualities: they enjoy prospecting, they’re comfortable asking for commitment, and they don’t let rejection knock them off course.

What we do, though, is chuck a workshop at them, and that’s the training done. Now off you go and get the sales.

With changes in recruitment and AI, use science, good interview questions, and cultural selection.

You owe it to your team.

Let me know if you need this type of salesperson for your team.

Mike