How You Can Boost Your Sales Results by 20%

New data from sales leaders point to how top-performing companies ignite a team's drive to achieve. Key findings from Integrity Solutions research, in partnership with the Sales Management Association:

84% believe that Achievement Drive matters to sales success — as much or more than Selling Skills or Product Knowledge

26% consider themselves very effective at developing Achievement Drive in their people.

A significant gap between what organizations are saying is important, and how they're training their people to succeed. However, the most important number is...

20% sales increase — the bump in sales that organizations get when they effectively focus on developing Achievement Drive

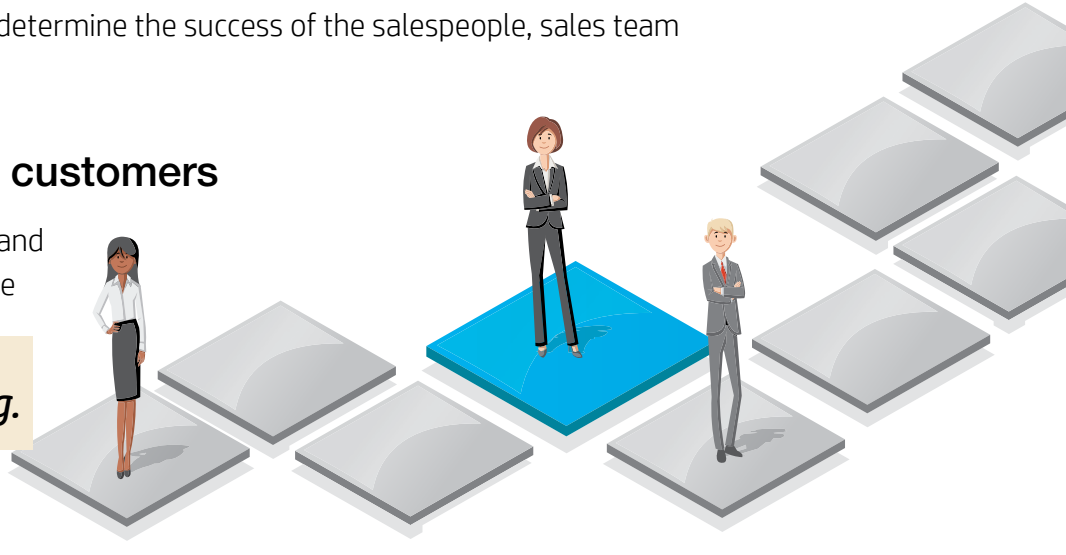
Top Performers Focus on These 3 Critical Conversations.

Three critical conversations that will determine the success of the salespeople, sales team and ultimately, the organization:

1 Conversation with customers

Where **product knowledge** and **selling skills** are most visible

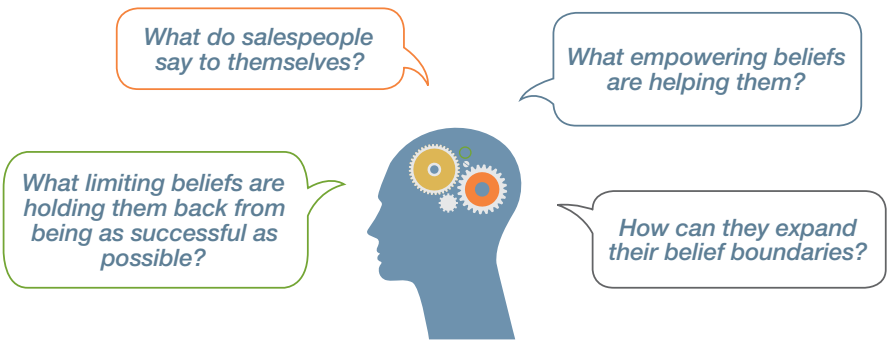
This is the *outer game of selling.*



The buying process has evolved, as has the definition of "value" expected from your salespeople. Are your customer conversations reflecting these changes and delivering that value?"

2 Conversation with yourself

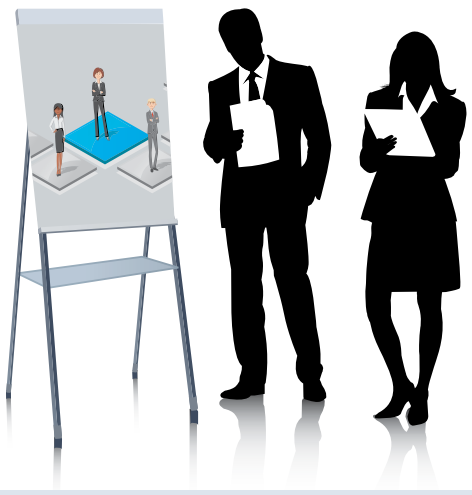
Where **Achievement Drive**, **self-belief** and **attitude** play a critical role

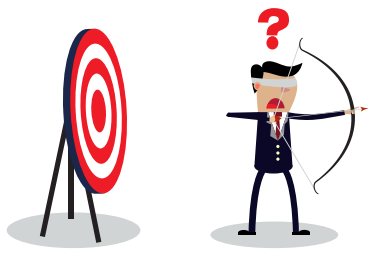


This is the ***inner game of selling.*** We can teach salespeople all the product knowledge, skills and strategies in the world, but it won't make much difference if they hold negative views of selling, aren't motivated to commit to selling activities or don't fully believe in the product.

3 Conversation with your coach

Most coaching, when and if it happens, is directed at improving #1 – Conversation with customers (coaching sales skills, account planning, sales call planning).





Very little, if any, is directed towards the second conversation – the one that 84% of organizations say is equal to or more important. Do your coaching priorities need to be adjusted?

All three conversations are critical. Ignoring any will create a headwind to achieving goals like:

- Individual & team quota achievement
- Increasing breadth of products per customer
- Account penetration & expansion
- Adoption of selling skills by traditionally non-salespeople
- Tenured salespeople breaking through plateaus

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