

The 5 key criteria of high performing sales teams



TAKE THE QUESTIONNAIRE TO SEE HOW YOUR SALES TEAM SCORES

What's holding back your sales team? If you know they aren't firing on all cylinders—they could be doing more towards business growth. The buyer journey is changing - buyers are doing a lot more research before they contact you.

You might be worried that your sales team is not adapting quickly enough, that they don't know what is required. That they're not innovating in the way you know is required to build the business.

Does your team:

- **Take personal accountability for their results?**
- **Look for creative tactics to their problems?**
- **Demonstrate hunger for more sales?**
- **Go out of their way to help find the solutions their customers need?**
- **Ask enough of the right questions to understand their customers?**
- **Have a growth mindset in their day-to-day?**

Take our health check to get a quick snapshot of where they are and begin to address areas for improvement. It is a simple diagnostic tool to give you insights into their skill set, mindset, behaviour and attitude. It's important to be honest to build as clear a picture as possible, so you can create a plan for change.

SMARTER SELLING HEALTH CHECK

Circle the score on a scale for each question from:

0: They wouldn't know this if they tripped over it
5: Average, they do it but they're not experts
10: Exceptional! They could write a book on it

1. Knowing your solution

Do they know the solutions and products you offer inside out AND those of your competitors?

0 1 2 3 4 5 6 7 8 9 10

2. Exploration - seeking to understand

Do they ask more than 20 open and insightful questions at each client interaction?

0 1 2 3 4 5 6 7 8 9 10

3. Demonstrating a hunger for sales

Do they always look for opportunities to help clients and sell more?

0 1 2 3 4 5 6 7 8 9 10

4. Commercially minded

Do they understand the intricacies of cash flow and how to get more business by filling their pipeline, planning ahead, targeting effectively and engaging more clients?

0 1 2 3 4 5 6 7 8 9 10

5. Mindset for Success

Do they know what a high achiever's attitude and behaviour looks like and strive to attain that? I.e. Do they complain or are they accountable, solution driven, constantly evolving and focussed on high performance?

0 1 2 3 4 5 6 7 8 9 10

[Turn over to see your results →](#)

HOW DOES YOUR TEAM RATE?

1. Knowing your solution

Score: under 10

If they don't know enough, this will negatively affect how they sell, their results, impact their confidence and, consequently, their ability to perform.

Quick Tip: Give lots of product training and competitor reviews so they know the USP of each.

2. Exploration – seeking to understand

Score: under 7

They need to brainstorm what other questions they can ask. I would suggest most sales teams build an average of 60 questions. If your team have 15 then they better be brilliant, open, smart questions which get that client discussing what they need, want, desire and believe. The answer to this question also demonstrates where the sales person's focus lies: is it about us or focussed on how they can help that client? The only way to know how to best help that client is to understand their situation inside out. Ask 5 more intelligent questions than your competitors and, as long as they are listening and opportunity driven, they will get the business.

Quick Tip: Build your arsenal of questions with your team, share questions - you should have more than 40 minimum open questions.



[Watch our video on questions](#)

3. Demonstrating a hunger for sales

Score: under 7

You have to ask yourself: is the person complacent in the job and/or slightly bored? Do they need to build their skills to stay motivated? Is the person in need of a change of scenario? Are they aware of the 'why', the reason the business exists? Let them know why it's there - its bigger purpose. Get them excited by the bigger vision. Each person should be hungry because when the going gets tough they need that hunger to get them across objections and obstacles.

Quick Tip: Share the bigger vision with them and how their day to day relates to and impacts that bigger vision.

4. Commercially minded

Score: under 8

They need to understand the cogs of the business and how the business operates. They need to be focussed on growth and know where profit comes from and how to get it. They need to know their responsibility within the business. They need to take on personal accountability.

Quick Tip: KPI's should be on profit/margin (not gross!). Be sure your team understands that.

5. Mindset for success

Score: under 9

10 is the goal! Then nothing gets in their way and they have the desire and drive to be a high performer. They become accountable, they aim for excellence. Mindset can be reset. It can be kickstarted and it doesn't take long to knock it into gear. Believe that you can get them to 10. We see it on our programs all the time.

Quick Tip: Are you demonstrating to the team that you have a growth mindset?

You can do this by being positive, showing that you are always evolving and learning and improving and sharing with them your insights from inspirational books, blogs and courses etc.

Mindset can be a whole new concept for some: talk to them about growth mindset and what that means.



[Watch our video on mindset](#)

SO, WHAT'S NEXT?

Most companies score under 5 points for each category.

With these insights you now need to ask yourself - what do you do with this information? Is it something you can address yourself or is it something you need to discuss further with your peers in the business?

Would you like to dig deeper and do a detailed assessment on the full 15 key criteria for high performing sales teams? Click below and take our 5 minute questionnaire. Once completed, we will provide you with a free one-page report and a 30 minute consultation to discuss your results and offer some advice on how to create the change you need to see.

[Access your free questionnaire here](#)

Read more on our blog: ['Where do opportunities come from'](#)

We can help you improve the performance of your sales team

Contact us today for a FREE 30-minute consultation

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stop talking and start listening!