



## Sales Team Performance: What Yard Line Are Your Salespeople On?

### Description

Sales team performance isn't always about instant results. Sometimes your salespeople might not seem successful, but they're closer to a breakthrough than you realize. Think of each team member as a football player on the field, each positioned at different yard lines. Some are stuck in their own zone, struggling to gain momentum, while others are on the 20-yard line, just entering the red zone, ready to score big with the right guidance.

#### Recognizing Potential in Sales

[Lisa Peskin, BDU's CEO](#), has experienced this firsthand. Back in 1990, after a year of struggling at ADP, she walked into her boss's office ready to quit. She had convinced herself that moving to Donnelly Directory, selling and designing Yellow Pages ads (for those who remember those!), was the right move. Lisa was dreaming of making big sales but the reality was 14-hour days with little to show for it. She was exhausted, frustrated and ready to resign.

However, her boss saw something in her that she just couldn't see in herself at the time. He told Lisa that she was making a huge mistake and that Donnelly Directory wasn't the right place for her. Instead of letting her quit, he made her a deal: stick around for three more months and if at that point she wasn't successful, he'd personally help her find a new job. Then, he shared the best piece of sales advice she's ever received: **â??Lisa, stop worrying so much about the numbers. Focus on doing the right number of the right activities the right way.â??**

#### The Shift in Sales Strategy

That advice changed everything. Lisa shifted her mindset from â??I have to close this saleâ?• to â??I'm going to focus on the process and let the results take care of themselves.â?• And guess what? She started selling like crazy. By the end of the year, Lisa found herself in the top 8% of 2,000 salespeople. Looking back, she realizes now that she was on the 21-yard line just about to enter the red zone. Her boss saw this potential in her and knew that with just a little tweaking she could be incredibly successful. That year was the beginning of Lisa's highly successful 12-year career at

ADP.

#### Assessing Your Sales Team's Position

When a team member isn't performing at the level you want, take a step back and assess where they are on the field.

- What yard line are they on?
- What's holding them back?
- Are they willing, committed and able?
- What does their effort level look like?
- Do they have a solid game plan?
- What's their pipeline and activity level like?

It all comes down to triage—identifying the top three areas that, if improved upon, will have the biggest impact on sales team performance and will help each person to move them forward. Just like in football, the goal isn't just to advance down the field—it's to score. Sometimes your salespeople are closer to the red zone than they think. By recognizing their potential, offering the right advice and providing encouragement and guidance, you can help them rack up the big points.

*Want a copy of BDU's Triage Visual to help you determine the three areas your salespeople need to focus on for the biggest improvement? Just [contact us](#) and we'll email that right over to you!*

#### Coaching Sales Success

As a sales leader, it's your job to recognize where your team members are and what they need to move forward. Not everyone is going to be in the red zone, but with the [right coaching](#) they can all get there. Focus on the right activities, provide the right support and watch your sales team achieve success!

#### Ready to Unlock Your Sales Team's Full Potential?

If you're looking to take your sales team's performance to the next level, we're here to help! Whether it's assessing where your team members are on the field or providing the right coaching to push them into the red zone, our expert team at BDU is ready to assist.

**Contact us today** to schedule a consultation and discover how we can tailor our training and coaching programs to your unique needs. Simply fill out the form below and we will reach out to you shortly. We look forward to helping you drive your team's success!

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