



You Can't "Cookie Cutter" Sales: Why There's No One-Size-Fits-All Approach to Success

Description

Let's face it, there's no magic formula for success and you can't "cookie cutter" sales. What works for one person might not work for someone else, and something that worked great for someone today might not work for that same person tomorrow. Whether you're in sales or sales leadership, or have another role, success is all about finding what works and adapting along the way. While you still need to stick to some basics and follow the fundamentals, there is no one "right" way to get things done.

Not sure how to determine the activities that will help you or your sales team create a path to success? Let Business Development University (BDU) assist! [Contact us](#) and we'll help create a customized game plan that actually fits your unique company, industry and needs.

The Problem with the "Cookie-Cutter" Approach

You might be thinking, "Well, if something worked before, shouldn't it work again?" Unfortunately, it's not always that simple. Strategies aren't one-size-fits-all, and what helped you hit a big win once may not always work in a different situation or for someone else.

Lisa Peskin, CEO of BDU, shared in a [Tuesday Tip video](#) how, as a young manager at ADP, she thought the best way to lead was to have her sales team do things exactly as she did. She wanted them all to be "little Lisa Peskins," following her methods and having her same work ethic. However, she quickly learned that success doesn't look the same for everyone and that each person has their own unique strengths and areas of opportunity. While Lisa measured their success by some of the same end goals, many of her salespeople got there using completely different methods.

Instead of trying to achieve your own success the same way as someone else or turn everyone into a carbon copy of you, look for what makes each person special.

And if you're trying to figure out how to tap into your own or your team's individual strengths, BDU can help you craft the perfect approach! Just [contact us](#) to set up a time to

discuss.

Personalized Strategies: The Key to Success in Sales and Leadership

Just like no two people are exactly the same, no two salespeople or leaders work the same way either. This is actually a good thing! It's those unique strengths that help teams thrive. Instead of trying to force a one-size-fits-all strategy on everyone, the best leaders and managers know how to personalize their approach to fit each person's style.

This idea also extends to how businesses treat their clients or customers. According to a recent Forbes article on [The Personalized Customer Experience](#), customers today expect companies to tailor their interactions. They want businesses to know them and provide experiences that feel personalized to their specific needs. The same principle applies to sales and leadership – success comes from tapping into what makes each person unique, whether it's a team member or a customer.

Perhaps you have one salesperson on your team who is a "farmer" and is all about building deep, long-term relationships with clients and Centers of Influence to get referrals, while another is a "hunter" and thrives being out prospecting to generate their own leads. Both can become sales superstars but they'll get there in different ways. It's your job as a leader to recognize their strengths and adapt accordingly.

Leaders, are you ready to stop trying to fit square pegs into round holes and start focusing on what makes each of your team members great? [Contact us](#) and we can work together to create a strategy that's tailored to your special team.

The Fundamentals Still Matter

While it's important to personalize your approach, there are still some basic principles that apply no matter what. Hard work, discipline and focusing on delivering value are always going to be the backbone of success in sales, and there are [foundations that every great sales leader needs to embody](#) as well. These fundamentals don't change, but how you apply them does.

Whether a salesperson is all about building relationships for referrals or prefers focusing on getting their own leads, they still need to be motivated, knowledgeable and dedicated to addressing their clients' needs. The path they take might look different, but it's based on the same foundation.

Do you or your team need a refresher on the fundamentals before you can get into a more personalized strategy? BDU's sales training is the answer! We can create a customized plan to help strengthen the foundations of sales – [contact us](#) to learn more.

Experiment, Adapt, Succeed

One of the most important things to keep in mind is that you need to be willing to experiment and adapt. Success doesn't come from sticking rigidly to one plan forever. You'll need to try new strategies, figure out what works and adjust along the way.

Sometimes things don't work out and that's okay! In fact, failure is one of the best teachers. It shows you what doesn't work so you can get closer to figuring out what will. [As Lisa says](#), "Different people find success in different ways," which is exactly why it's so important to stay open to new ideas.

You Can't Bake a Cookie Cutter Sales: Determining Your Approach

At the end of the day, there's no one-size-fits-all approach to success. Instead of trying to "cookie cutter" sales and force yourself or your salespeople to conform to a predetermined mold, embrace what makes you or your team different. Stay flexible, be open to new ideas and always be ready to adapt.

Whether you're a salesperson, a leader or manager, or in another position, the journey to success is unique to you. While the fundamentals like hard work and attitude stay the same, the path you take to get there is all your own.

BDU Can Help!

You don't have to figure this out alone! If you're tired of the trial and error and want some guidance on crafting a plan that works, BDU is here for you and ready to help. Submit your information below and we'll reach out to set up a time to discuss ways we can help you build a personalized road to success!

Your Name (required)

Company Name (required)

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