

# 8 WAYS TO DRIVE YOUR TEAM

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*"Sales Leaders don't drive sales, they drive the team"*

Free Guide to help you grow your team, and  
grow your sales.



**INTENTIONAL INFLUENCING**

BRINGING POTENTIAL TO REALITY

# How 8 Ways to drive your team will give you more sales.

There are eight ways to drive a team as a great leader. Take the time to read each one and reflect how well you do with your team on these points.

1. Build trust.

2. Show empathy and understanding.

3. Align expectations.

4. Set goals.

5. Communicate results.

6. Develop your team.

7. Reward and recognize your team.

8. And reflect on your progress.

*Keep reading this free guide, let me help you!*

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## #1 – Build Trust

Building trust matters, your team need to be comfortable enough to be honest and vulnerable with you as a leader. It matters because you can not have accountability without trust. So, it is your job as leader to build the trust.

The first is consistency. Show up and be consistently available for your team, when they need you. I don't mean be on-call 24/7 but be there when you say you will be there. Be consistent in your approach to your team. I used to say to my team, if I love it on a Monday, I will love it on a Thursday. If it bugs me on a Monday, it will bug me on a Thursday.

**Being consistent doesn't mean you do not come up with new ideas.** It just means they know how you're going to react. It's important to be consistent.

The second way is by being fair to everybody. Fair to your company, fair to the people in your team, and fair to you as a leader. Whatever decisions you make, make sure they're fair on everybody. Doesn't mean the decision will always be what everybody wants, but so long as it is fair, people will trust you.

The third is, be firm. You can not flip flop! Be firm on the decisions you make. Be prepared to listen to other viewpoints, but when you make a decision, your team aligns with the decision, then be firm in your resolve.

The last way to build trust are my favourite letters on the Scrabble board!! **D W Y S Y W D. Do what you say you will do.** It is so important to remember those seven letters because people will lose trust in you if you're the sort of person who goes, "Oh, yeah, yeah, I'll do that." and then you don't do it.

People may forgive you once or twice, but eventually they will say, "Oh, no point asking them, they never do it." The quickest way to erode trust is to not to do what you say you're going to.

**Information without action is just interesting** – so make a few notes or highlight something that resonated in this section around ways you could build more trust with your team.

## #2. Empathy and understanding

The second team builder is empathy and understanding.

As a leader, showing empathy and a true understanding of people is a little bit like a handling a sales objection.

When you encounter a sales objection, you always acknowledge and define the objection before you handle it. Displaying empathy means **acknowledging how people feel & defining their issue before you handle their problem**. If you brush off how someone's feeling, they'll shut down.

When someone comes to you with a problem, it's too easy just to give them an answer. So, a sales consultant might say to you, "Oh, I can't seem to get any leads." Your immediate answer could be, "Well, you need to talk to more people."

Be more empathetic, understanding way of answering that problem would be, "Yes, look, I understand it is quite difficult at the moment to get leads. So, tell me what have you done to date to find leads? Let's have a conversation about this and see if together we can get you back on track, and set some goals."

Instead of just diving straight in with an answer, get your people to confide in you and handle your team's issues by displaying empathy and understanding.

It is important to remember that **we have two ears and one mouth for a really good reason. You should use them proportionately!!**

Take five minutes and think about how you respond when someone comes to you with an issue.

Do you immediately solve it for them?

How can you be a more empathetic understanding leader?

## #3 Aligning Expectations

It is really important when you are working with a team that everybody is aligned.

What does aligned mean?

It means that **everyone in the team understands your plan** and your goals, and they have all agreed to move in the same direction.

You do not want people walking out of the room unclear on your expectations and backchat politics undermining your strategy. You need to make sure everybody is aligned and going in the same direction.

One of the things that creates alignment is being really clear on what you're trying to achieve, and what you expect from your team.

**Ask your team how they like to be led, what do they need from you?**

Take a minute to think and some notes.

Are your team aligned with the businesses goals/strategy?

Is everybody on board with these decisions?

**Have you ever asked your team how they like to be led and what they need from you?**



## #4. Setting goals

Encourage your team to set personal goals.

Goals provide clear focus for everybody. Your team's personal goals are aligned to the whole team's goals. The whole team's goals are aligned to the organisation's goals. I see so many sales managers who do not set goals with their teams beyond financial targets. They do not ask their team how they want to develop and grow.

If you're only setting financial goals, you are missing the opportunity to build a high performing, loyal team who stick around and get better and better at what they do. There's been so much research that shows financial goals only motivate people up to a point. **Beyond that point, your team are motivated by personal achievement, by growth, by recognition, and goal setting helps with all those things.**

Help your team set personal goals. Sales is a result driven business and having clear goals helps them nail their results.

**Encourage your team to analyse their own strengths, weaknesses, opportunities, and threats.** This is called a SWOT analysis, and it will help them work out what they can leverage for success or what weaknesses they need to work on to mitigate out of their daily practices.

Having personal goals motivates your team to become better salespeople because it motivates them to exceed their sales target. Encourage them to make it their goal to exceed their target, because extra sales mean extra commissions or bonuses. Achieving their target is doing their job well.

**Excelling their target is where they can truly push themselves to achieve their own big goals.**

We need **rewards for success and consequences if we don't get there.** It really helps to have an accountability buddy when it comes to personal goals. Encourage your team to get a friend, or colleague, to be their cheerleader, and hold them accountable. As their leader, you will also help them by celebrating their wins, and holding them accountable for their goals/results.

**Take action,** review your teams annual, 5 year goals, and reset with them with the team, if need be.

When did you last check in how they were doing with those goals?

## #5. Communicate results

**Communicate, communicate, communicate.**

Communicate progress.

Communicate results.

Sales is a result driven business and your team love to hear the successes of themselves and the team.

So, how do you communicate results to your team?

How do you do it – daily, weekly, and monthly? What does best practice look like to you?

**How could you get better results with better communication?**

It is important you are always talking to your team, keeping them up to date with everything that's going on. The more you tell them, the more transparent you are, the more they will understand the direction you're going – **high levels of communication as a sales leader are really, really important.**

Take five minutes now to think about how you communicate results to your team, and note down any changes you'd like to make to make your communication better.

**Communicating results creates momentum towards your goals.**



## #6. Train and develop

Assessing your team's capability and finding the gaps in their knowledge is really important. In addition to formal learning, training & development, that you make sure your people **know your systems and processes, your sales playbook, your sales methodology, and your sales strategy.**

It all comes down to to setting expectations from the outset!

There should be high importance placed on how you onboard and induct new people well.

**Coach, coach, coach as opposed to manage, manage, manage.**

Get out and about with them. See them in action, and work together on honing their skills for effectiveness. Find out where they need extra assistance, never assume you know the answer to that.

Take a moment to review your on-boarding, training, and coaching you offer your team. Do you have a formal training and coaching programme? If you do, how could it be better?

## #7. Reward and recognise

Motivate & inspire your team is to reward and recognise them. Celebrate those wins. We are talking about rewarding people above and beyond what they get paid. **Actions of appreciation as opposed to financial remuneration.**

You can reward people by talking about their progress and giving them praise. You can recognise and encourage people with training and development.

You can celebrate wins with special events, or with awards, or with rewards. **Rewards can even encourage healthy, good-natured competition.**



## #8 Reflection

The last way to motivate your team is my favourite, which is reflection. Ask yourself three things.

1. What am I seeing?
2. What am I learning?
3. And what are the patterns?

Seeing means **doing an environmental scan** of what's going on around you. It could be looking at what's happening in the marketplace. What is happening with your customers, your products, or your suppliers. What is happening with your team. What are you seeing that could stop your team driving forward?

Next what are you learning? **How are you keeping yourself ahead of you team?** What are you doing to make sure that you are learning new techniques and developing your skills? Are you working alongside the product development people, are you out talking to customers? Because if you are not learning, you are not growing. If you are not growing, you won't grow your team, because you'll have nothing to teach them or inspire them with.

And then the third piece is what are the patterns? There are always patterns in sales. **So, what are the patterns? What keeps recurring? What do you keep hearing about? What keeps happening?** What's missing? What patterns are giving your team momentum and need to be leveraged? What patterns are stopping your team driving forward and need to be mitigated.

The **greatest leaders always reflect with intention**. So, take five minutes to ask yourself those three questions right now. What are you seeing? What are you learning? What are the patterns?

Write your thoughts down, because developing a regular practice of reflection and writing will help you spot the patterns.

Thank you for downloading this free guide, we hope it was an immense help for you to begin focusing was to grow and develop your team in 8 simple ways

If you would like to know more – check out our website, join our facebook page, or reach out to our founder & curator Di Murphy on LinkedIN

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