

Expert advice and guidance from the
Communications Sector

CREATING A SUCCESSFUL SALES CULTURE

MEET OUR EXPERT

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Simon Atack is Managing Director of
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Ace Tech are a Recognised Training Centre for
the Institute of Sales and Marketing Management
and deliver their full range of Ofqual accredited
Sales and Marketing qualification courses from
Level 1 (for those with little or no Sales and
Marketing knowledge) to Level 6 (Senior Strategic
Level). As a company, Ace Tech are passionate
about helping individuals and businesses to excel
through high quality vocational training and the
adoption of the latest supporting technologies.

Get in touch at www.acetechtraining.com

Would you like to get involved with our
Communications Sector? Do you have ideas for
future events or expertise to share in a guide like
this?

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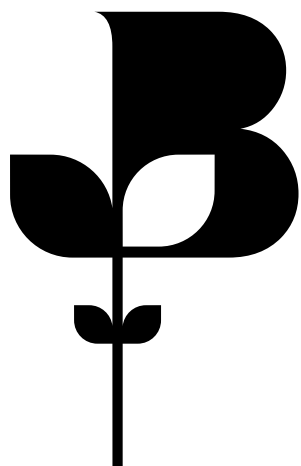
The why and how of creating an effective sales culture

Sales are the lifeblood of every organisation. Without sales, organisations would not be able to achieve their objectives and in a lot of cases even exist, therefore it is vitally important in order to really flourish and succeed that organisations, whatever their type, industry, size or make up have an effective sales culture in place.

This is especially important in the new age of global communication and awareness in which we now operate. In order to adapt and be truly effective in sales we must aim to foster a culture which embraces a much deeper understanding of people - those both within our organisation and those who are our customers. For it is only through understanding people more that we can dramatically increase sales and gain real competitive advantage.

“Cultures don’t change,
people change —
and changed people,
change cultures.”

John Kotter



Top tips for creating an effective sales culture

- 1 Really get to know your people**
People are the most important element in creating and maintaining an effective sales culture. Whether managers, staff, customers or competitors - organisations need to really understand individuals and what motivates them.
- 2 Define a clear organisational and cultural vision**
There must be a clear strategic vision of the model organisational sales culture which must be effectively communicated to all staff to ensure universal buy in and long term success.
- 3 Really understand your customers and their journey with you**
Really understand your customer. Engage with them, identify their individual needs and wants, find out what is really important to them and consider whether there are any barriers they come against in the sales process which can be removed.
- 4 Plan your processes effectively**
Ensure that any changes are comprehensively planned and implemented. Remember the devil is in the detail but also have realistic expectations of timescale for success.
- 5 Find and nurture your culture Champions**
Find the key influencers on every level within the organisation who will be the central drivers for sales improvement and support them fully.
- 6 Establish an inclusive environment and encourage open communication throughout your organisation**
Make everyone feel involved in the shaping of the sales culture. This way they will take greater ownership for their roles and responsibilities and be more motivated to succeed. Clear, open and regular communication is crucial in an effective sales culture.
- 7 Genuinely empower and value individuals**
Give staff the best opportunity to succeed through increased freedom, increased responsibility, investment in quality skills training, better tools and genuine guidance and support. Understand that your staff are also all individuals and recognise and reward them appropriately.
- 8 Manage SMARTER**
You can’t manage what you can’t measure so always ensure that all objectives and targets are Specific, Measurable, Achievable, Relevant, Time-bound, Evaluated and Reviewed.
- 9 Lead by example**
To ensure a successful sales culture is embedded and maintained it is absolutely vital that owners and Directors lead by example. If you aren’t prepared to commit to it yourself, you cannot expect others to.
- 10 Aim for Comprehensive Excellence**
Always strive for excellence across the board - average should never be good enough.

