



3 **Reasons** Why Your Remote Sales Force Is Underperforming

And the **5 simple steps** to fix it!

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Reason #1

Lack of Direction

- Salespeople need to know what is expected of them
- The number of sales calls, emails, presentations per day/week/month
- Without a plan, people drift about aimlessly

Reason #2

Not Connected with their Team

- Remote salespeople get lonely
- Lonely salespeople have a hard time feeling energetic
- Low energy salespeople don't inspire confidence with their customers

Reason #3

Under-developed relationship with their Leader

- Building a relationship with remote salespeople is challenging
- A lack of connection causes salespeople to question their value
- A salesperson who feels less valuable is less productive

Fix #1 – Provide specific direction (addresses Reason #1)

- Schedule a meeting to discuss best practices of high-performing salespeople
 - These will be unique to your industry
- Get agreement and then publish a “Best Practices for Our Team” document
 - Explain to the team that everyone will be held to these standards
- Create reports that allow you to track performance against these benchmarks
- Set up a regular (weekly or bi-weekly) time to review individual performance

Fix #2 – Schedule Consistent Team Meetings (addresses Reason #2)

- Team meetings should occur regularly – every week or bi-weekly
 - Keep them at the same day and time so salespeople will know they are happening
- Make sure each meeting segment focuses on the total group
 - Individual matters should be handled one-on-one
- Always deliver optimistic news – even if you also have bad news
- Always give the salespeople a chance to talk
 - You are trying to create engagement and sometimes that means you must ask for it

Fix #3 – Individual One-on-One's (addresses Reason #3)

- An individual one-on-one meeting is not a projection/forecast call
 - The purpose of the one-on-one is to develop a relationship with the salesperson
 - Prepare questions to ask the salesperson to create an interesting and engaging environment. Ex:
 - “What’s the most important thing on your mind today?”
 - “What are you most looking forward to in the next month or so?”
 - Respond to the answers like a friendly associate and not a judgmental boss
 - Don’t be surprised when “work” is not one of the answers to the sample questions

Fix #4 – Promote your team to your boss (addresses Reason #3)

- To properly connect your salespeople to the company, you'll need for them to have a relationship with people other than you
- Write letters of commendation to your boss describing the successes of your people.
 - Copy the salespeople mentioned so it's easy for your boss to “reply all” and connect with them
- Highlight accomplishments with a regular but offbeat cadence
 - Don't be one of a dozen managers who send an email up the chain after a good month or quarter.
 - Try sending a list of great accomplishments right before the month ends or on a random Tuesday

Fix #5 – Send rewards/gifts to salespeople (addresses Reason #2 and #3)

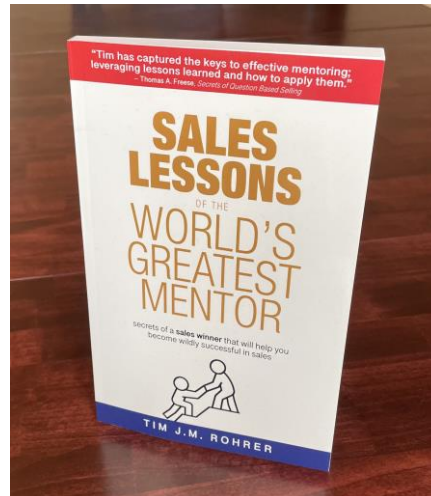
- If your company has an internal mechanism for recognizing employees, like Spark, be sure to use it on a regular basis.
 - Always include your boss and others who should know that you're recognizing an employee
- If there is no internal system, request a monthly budget of a couple hundred dollars and send inexpensive but thoughtful rewards to recognize good work
 - One company that makes it easy is THANKS

Bonus Fix – Quarterly delight (addresses Reason #2 and #3)

- Once per quarter, do something delightful for the team
 - Don't do it as a reward for a great quarter, or else it won't be delightful
 - Remember that “surprise” is the foundation of “delight”
- While a gift is nice, the surprise doesn't have to be money
 - Be creative. Think about it. Ask others.
 - You'll figure it out.

Questions?

- Get more insight and real-world examples for managing and motivating your sales team in my book: **Sales Lessons of the World's Greatest Mentor.**
 - On sale at Amazon: <https://tinyurl.com/2p8h9kb3>
- Write to me: tim@timjmrohrrer.com
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