



Skills & Knowledge Are Only Half the Equation for Sales Success (Think MOTIVATION)

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In my experience in strategic consulting, sales organizations spend most of their time, money and resources on developmental programs. In particular, they attempt to address the knowledge and skills (ability) gap of the sales professional. Let's break each one of these down.

Knowledge: can be transferred from one person to another or can be self-acquired through observation and study.

in most circumstances, sales professionals new to an industry, product, or role do not have the knowledge base to successfully interact with internal and external customers. Therefore, sales organizations provide them with various forms of development (eLearning, case studies, technical manuals, articles, instructor led)

Skills: Refer to the ability to apply the knowledge to specific situations (practical or business use of knowledge)

Hard Skills: these are skills that relate to specific tasks, methods, processes, procedures or techniques. Many of these skills are technical in nature and are specific to a particular industry or business vertical.

Soft Skills (I prefer power skills): related to people, communications, problem solving, leadership and emotional intelligence. These skills are more likely to be inherent in each individual and enable them to navigate the business environment.

For the sake of argument, let's say that a sales professional is off the chart in both industry knowledge and has all of the requisite skills to apply that knowledge in a customer or selling situation. As a sales leader, I would then expect this particular sales professional to excel and



exceed all goals and quotas. What in the world could keep them from being in the top 5% of their peers and a role model of everyone in the organization?

Before I get to the holy grail of missed opportunity, I would like to examine what most sales organizations mistakenly do in this circumstance. Sales leaders will inevitably attempt to model the behavior (knowledge and skills) for all incoming and current sales professionals based on this “consummate professional”. If everyone did exactly what this model citizen did day in and day out, we would have a machine-like sales organizational that would be unstoppable.

Here is the best kept secret in why this is never the case.

You can be the best trained and skilled-up salesperson on the planet and if you’re not motivated, that stellar knowledge and skill set won’t translate into success. It’s the classic $100 \times 0 = 0$. It certainly goes both ways. In the classic movie Rudy, the five-foot nothing walk-on linebacker has all of the motivation in the world with very limited skills and abilities (just enough to serve as a practice dummy week in and week out).

In the next installment, I’ll let you in on the secret of how to tap into this inherent motivation in your sales organization.

At MotiveX, we didn’t invent motivation, but we have created an easy-to-use motivational profile that offers measurable, actionable insights into the forces that motivate employees. For more information, please visit us @ www.ReviveMotivation.com and email info@motiveXsolutions.com

