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SETTING PROFESSIONAL STANDARDS IN SALES

How Concerned Should I Be About My Sales Team?

By Dr Grant Van Ulbrich,
Author Transforming Sales Management: Lead Sales Teams Through Change
Member Article



How do you lead your sales teams through managing personal change? “What?”, you ask. “What do you mean by personal change?” Have you ever found yourself experiencing difficult change at work? Did you feel panic, worry, stress, excitement, or you were scared or anxious about your targets, workload, directions or assignments or workload?

Did you ever wonder how you were going to achieve or reach quota on your own? Perhaps it was when revenue management continuously changed direction with promotional offers and needs of the business. Or maybe it was that time when your customers just were not buying from you and you had no idea what you were going to do. Sound familiar?

These and many more examples are all elements of personal change that sales teams experience daily. Until now, we’ve not been taught how to manage personal change in our lives. As the world continues to offer both personal, social, and economical and work stresses, we need to begin to learn that change management is not exclusive

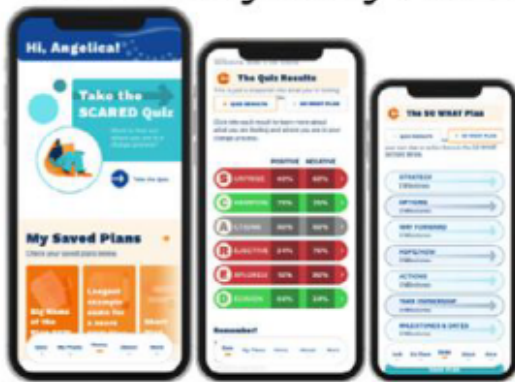
to the HR department; nor leaving it to the existing change models that were primarily designed for HR to lead a change initiative. It is our responsibility as sales leaders (and all leaders) to ensure that we are helping our teams to learn how to manage personal change not only for themselves, but for the greater good of the organization as well. You must ask yourself this question as a leader. Do you want to know who is a change adopter or a change blocker? The answer should be resoundingly yes. In order to know that, you need to help guide and develop your team members to learn how to manage personal change.



Transforming Sales Management is the book to help guide you in making the first important step in leading sales transformation. That step is learning how to adopt and incorporate a change management process that is bespoke to you but is also inclusive of your team members. When the team is on board, then your working in a newly fashioned cohesive manner. Not including your team members thoughts, feelings, understanding

models and how they are intended to be used. We'll then uncover why these models may not be necessarily inclusive of each of your team members. Why? Because perhaps they were not designed to be. You will discover the importance of the individual and why supporting their journey can be a critical element of your overall success. And with real world examples, you will learn how to use the new personal change model SCARED SO WHAT that will be your best resource to support individual personal change in everyday work life for you and your sales team members.

Get Ready: May 2023



www.scaredsowhat.com

The book (available for pre-order now) and the SCARED SO WHAT personal change APP (via Apple and Android) will be available May 3rd in the U.K, and May 30th in the U.S.

of change situations, can cause detrimental results to your overarching strategic goals. Don't make that mistake. Take the time and learn how to transform teams through change.

This is your one stop source to learn about the top 8 global organizational change

Why is this so unique? Have you heard the quote that "70% of change management fails?" Ever stop to consider the reason why? Global change experts say that it is because the focus on the individual is not taken into consideration. SCARED SO WHAT is the world's first personal change model designed to include a person's own ability to accept or reject change. Your role as a sales leader is to show them empathy, nurture and grow them by showing them how they can manage change for themselves. This book will show you the way. At the end, you'll be able to download the free app and put the power to manage personal change in the palm of your hands – and your team members as well.

To transform others, you must learn how to embrace and manage change for yourself. The book (Pre-order now) and the SCARED SO WHAT personal change APP (via Apple and Android) launch May 3rd in the U.K, and May 30th in the U.S.



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