

Solutions for 10 frustrations in B2B selling

10 Frustrations

10 Solutions

01 Sales Force team is perceived as a **cost center** by 30% of top managers.

We demonstrate that sales force can be the **1st productivity lever**.



02 The Sales Management culture is sometimes « **virile** ».

The **leader-coach** style allows to inspire and empower the sales force teams for better engagement.



03 We sometimes observe **toxic climates** in sales teams that even **customer perceive**.

We promote **management rituals** that build a serene and stimulating climate.



04 Many salespeople and their managers talk too much and **don't listen** actively, which irritates the customer and the employee.

The sales has evolved; We train **the art of listening**, as a linguistic act, through professional coaching.



05 Many employees and managers **feel uncomfortable about mathematics** and do not master KPIs.

We transmit to **arithmetic of sales** with pedagogy and empathy.



06 Managers usually spend more time on what is **urgent** than what is important.

We train managers to take care of **what is important**, coaching their teams, thus anticipating what is urgent.



07 Omnichannel digital tools, CRM, imply a professionalization of commercial teams in tools.

We provide managers with tools that facilitate change management.



08 We identify **standard deviations of up to 50% in KPIs** between salesperson and between sectors.

We co-develop a **sales method** to trigger each KPI and address **reserves of productivity**.



09 **Commercial challenges and stimulation** often produce limited results.

We co-develop a **retail game** toolbox to boost 1 KPI in a short time.



10 «**That's my way of geign**»: many managers have not worked themselves and show stereotyped style.

We suggest self-knowledge exercises: « **public identity** », **personality types** (MBTI or DISC).

