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Guerrilla Sales & Marketing

## Sustained Growth Requires A Selling Culture

Lori Turner

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Lori Turner

In the early days of a small business, typically the firm's principals are the primary rainmakers. As that business grows, owners often struggle with how to impart their passion for selling to others in an effort to sustain growth.

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In order to create a scalable business model – one that isn't dependent upon a single person or two to bring in the lion's share of the business – a company-wide sales culture must be in place. A sales culture is present when every member of the team takes part in sales in some form and where the role of sales isn't negatively perceived. After all, no sales equals no business.

The most fundamental element of creating a sales culture is to ensure that employees have a stake in company performance. That's why profit-sharing programs are an important part of any sales culture. Communicate your sales goals to employees, let them understand how they can individually contribute to those goals, and show them what they can earn when goals are achieved.

Find a role for everyone. While not everyone has the chops for cold calling, there is a sales process role suited to everyone within your company – from identifying leads in local papers to researching a prospect to prep for the sales team's first meeting. Maybe someone is perfect for organizing highly personalized birthday gifts to give to your top customers and prospects. Even handwriting thank-you notes to customers for their anniversary date with your firm is an important assignment.

Truly empower your employees to take care of your customers at all costs. Show them how much more expensive it is to attract a new customer than it is to maintain an existing one.

Teach your employees how to cross sell, up sell and generate referrals from existing customers. Proper training will ensure your team experiences "wins" along the way, which are critical to maintaining team enthusiasm around supporting the sales process and reaching targets.

Role playing selling scenarios, which can be intimidating at first, can be one of the most effective tools in helping those new to sales prepare for real world opportunities.

Lead by example. Culture change begins at the top. Walk the walk. Make sales calls. Shadow your team on their sales calls. Incorporate the topic of sales into your regular staff meetings. Publicly recognize top sales performers – both those in out-front, full-time sales roles as well as those in behind-the-scenes sales support roles.

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PROPERTY SALES	75	216	3,483
MORTGAGES	110	269	5,905
FORECLOSURE NOTICES	0	62	3,338
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BANKRUPTCIES	62	208	4,695
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Hold your entire team accountable for sales activity and not just revenue. While we may not be able to fully control when someone signs a contract or writes a check, what we can control is the number of those “someones” we get in front of each week. Regularly coach your team for improved performance. Consistency is key.

If you want to see your small business sustain growth even when you’re not in a primary business development role, invest time in creating a company-wide sales culture.

*[Lori Turner](#) is managing partner of RedRover Sales & Marketing, [www.redrovercompany.com](http://www.redrovercompany.com). You can follow RedRover on Facebook and Twitter.*

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