

and managing your salespeople to achieve those metrics.

**(2) Get out in the field** — Spend time in the field with your reps. See what they do, what questions they ask, how they present and how their customers react to them. Is it different than it used to be? Are your customers coming to the table with more information? (Here's a hint: yes, they are.) All of that has implications for how your salespeople sell. It is not 1970 anymore and you are not the only conduit of information about your products.

**(3) Research your own company** — When I do sales audits with new clients, I always ask them what their companies' Google Review scores are. I get a lot of blank looks because they do not know. They usually know what a Google Review score is — they check out restaurant reviews and the like — but, often, it does not occur to them that their companies are reviewable on Google.

Sometimes, the scores are shocking. Not that long ago, a client was explaining to me that his company provided a premium service and deserved a premium price. But when I checked his company's score against the competition, it was a full star lower than any competitor. It is not just Google Reviews,

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either. Your customers and prospects are researching you. You should know what they are seeing.

**(4) Update your methodology accordingly** — If you are using a sales process or methodology that has not changed in the last three years or more, you are probably falling behind. You cannot sell to a 2024 customer as if you are selling to a 1994 customer — or even a 2019 customer.

When I hear a manager saying that the only problem is that his salespeople "aren't working hard enough," I know I am talking to someone who is out of touch. Do not be that person. Tune back into your current sales environment. Adapt to the changes, even if those adaptations are difficult. Once you do that, you can drive your market instead of being left behind. ■

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*To schedule a free 45-minute Sales Strategy Review, call (913) 645-3603 or email [troy@troyharrison.com](mailto:troy@troyharrison.com). Visit [www.troyharrison.com](http://www.troyharrison.com).*



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