

This personalized approach can help address specific concerns and build confidence.

■ **Celebrate Early Wins:** Recognize and reward team members who successfully adopt new technologies. Share their success stories to inspire others and create positive momentum.

■ **Set Clear Expectations:** Make technological proficiency a part of performance evaluations. This sends a clear message that adapting to new tools is not optional, but an essential part of the job.

■ **Offer Ongoing Support:** Provide continuous technical support and resources to ensure your team members feel supported throughout the adoption process.

To be successful in the modern sales environment, we have to embrace technology as part of our work. There is really no other choice. As I always say, “Would you rather do it or would you rather your competitors get ahead of you?” The excuse of not being “tech-savvy” is outdated and detrimental to our organizations’ growth. It is our responsibility to guide our team members, especially veteran salespeople, into the digital age. It is not only a matter of competitive advantage, but a matter of showing respect for those veterans. When you truly respect someone’s skills, intellect and abilities, you push him (or her) to raise his standards and boundaries. No matter their age or

By freeing up time from routine tasks, these tools allow your salespeople to focus on what they do best: building relationships and closing deals face to face.

experience level, anyone can learn these tools if they choose to do so. Allowing veterans to fall behind is a sign of disrespect.

By providing the right tools, training and support, we can help our entire sales force — regardless of age or experience level — to harness the power of technology. This not only enhances their individual performance, but also drives our companies forward in an increasingly competitive and digital business landscape.

Remember, embracing technology in sales is not about replacing the human touch; it is about augmenting it. By freeing up time from routine tasks, these tools allow your salespeople to focus on what they do best: building relationships and closing deals face to face. The future of sales is here and it is digital. It is time to ensure your team is ready to thrive in it. ■

*Troy Harrison is the author of “Sell Like You Mean It” and “The Pocket Sales Manager.”*

*He helps companies navigate the elements of sales on their journeys to success.*

*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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