

Sales and Engagement Cheat Sheet

What are extraordinary sales organizations doing differently to engage and retain their team members?

After years of research and countless interviews with top leaders, performance expert Chris Dyer has uncovered seven key ingredients that matter in every workplace. These unconventional factors have the power to transform any culture, kick-starting productivity, performance, and profits.

Here are two pillars that are especially important for engaging and retaining your sales team.

Listening

What is the one quality that people value in virtually any type of relationship? *Being a good listener*. Unfortunately, listening doesn't evoke the sexiness it deserves. Yes, listening sounds simple, but if that were true, people would be better at it. The ability to listen meaningfully requires skills that must be learned, then sharpened and honed regularly. Having a sales team full of purposeful listeners is the ultimate weapon for driving rapid growth, so it's absolutely worth your time to put in the work needed to become better listeners.

Try this exercise

Meet with your team to do an honest assessment of your listening habits.

- Are you coming into conversations battling distractions?
 - Try to clear your mind and focus only on the conversation you're having in that moment. Use the mantra: Be here now.
- Do you have cognitive biases about the way other people might respond, based on their demographics?
 - You know the saying - when you assume you know what people are thinking, you make and ass out of u and me. Check your biases at the door and get to know people as individuals.
- When you're listening to someone, are you waiting to respond, or trying to truly understand?
 - That subtle distinction makes a big difference in retaining what you hear.

When your sales team becomes great at listening, they will easily build trust and rapport with prospects and clients, while also cultivating deeper relationships inside the organization. This listening transformation is also linked to higher employee engagement, trust, organizational effectiveness, and of course, sales!

Positivity

No doubt your sales team is familiar with the importance of having a positive outlook, but positivity is about more than mindset. Focusing on the positive side of a situation can actually help you think about challenges differently and uncover new ways of solving old problems. For example, a proven way to infuse difficult situations with positivity is to operate from a standpoint of what is working and make decisions from there, rather than labeling problems and wondering what to do about them.

Try this exercise

- Identify a situation where your team is struggling. (e.g., you have 20 people on your sales team and 19 are struggling to reach their goals.)
- Focus on the positive aspect of that situation—the single person who is meeting his or her goals. Learn that person's tips, tricks, and unique ways of doing things.
- Share that information with the rest of the team, and take time to acknowledge and appreciate the success.
- Develop systems or structures that enable the rest of the team to put the same tactics into action.

By focusing on positivity, strengths, and celebrating success (however small), you can solve long-term challenges and unlock a whole new level of effectiveness in your sales team!

Good vs great culture

Positivity and Listening are just two important aspects that are crucial to sales and engagement. To become truly great, your sales team should focus on all seven aspects. Want to learn more?

- Listen to Chris speak – check out speaking topics [here](#).
- Have Chris consult with your team – learn more [here](#).
- Buy the book – *The Power of Company Culture* – available on [Amazon](#).

Don't work harder; work smarter. Chris will show you how.

