

Establishing a positive sales culture

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Author
Stuart Lothington



The habits of the individuals within an organisation can significantly influence its norms and values. You've probably heard the saying, "lead by example" because, as a sales leader, you will influence the sales culture either consciously or unconsciously.

Many of you reading this, in one way or another, are in sales. You may be a leader, directly influencing others, or you may be a future leader. This blog post is designed to help you reflect on which habits you need to maintain and which ones you need to change or develop for your team and organisation to succeed.

The current situation in your organisation

Consider the following:

- 1. Centralised or decentralised decision-making?** Does the top management make all the decisions, or is decision-making encouraged across the organisation? What does democracy mean to you? What does it mean in the organisation?
- 2. Teams or individuals? Collaboration or competition?** Which is the driving force in your workplace? Do you sell as a team, or do you rely on a number of solo players? Does your rewards system foster team spirit or a culture of strong individuals? What is a desired habit? What is it that you promote in your work stories over a cup of coffee, when you talk about deals won and sales successes? Which successes do you celebrate and how? Answering questions like these will help others understand expectations or, as we refer to it, give them a "track to run on". People generally want to be appreciated and, if they're motivated towards things, they'll aspire to achieve whatever is celebrated.
- 3. Stability or innovation?** Do people at your workplace feel they can improvise? New initiatives appeal to some and put others off. How do you deal with that?
- 4. Authority and accountability:** A leader's action, or inaction, always leads to consequences. Your team (if you are in charge of one) will work for better or worse, both with or without your direct supervision. Do your team members have the right to make their own decisions? Do you delegate enough? Sales doesn't have to be so lonely.

What's next?

How does this help me?

Reflecting on your answers to the above can help you to manage yourself and your team. It can also help you decide how to approach both long-term strategic and short-term tactical decision-making.

It can assist you in discovering a need to build, influence or change the culture around you, to influence staff loyalty and retention, and offer a lens for you want to be perceived as a leader. Perhaps you would like to be more of a role model?

What will your next move be?

To discover more about influencing your business culture to drive a more effective sales environment, [let's talk growth](#).