

Sales Coach Series

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Missing Targets

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The Dilemma

For two years I have been the company's top salesperson but recently I have been missing my target. I don't seem able to hit my targets anymore and am afraid I might have 'lost it'

The Coaching

Contributory factors will probably fall into three broad areas - the company, the marketplace or your personal situation. Identify any changes in circumstances, including the smallest things, and ask yourself, honestly, 'How do I feel about this?'

This should help pinpoint the cause, which you can act on, but also consider

- How motivated are you? This may not be the root cause of the problem - but it's probably a factor now. Loss of motivation is easy to spot but stubborn determination can mask it. A change in timekeeping patterns and productivity levels are obvious but less so is creativity and 'thinking outside the square'. Do you grasp new concepts or contribute ideas in the same way - or are you going through the motions? Think about how you communicate with customers, prospects, fellow employees and suppliers.
- Ask your customers, in a non-confrontational manner, why they are spending less. It may be, simply, that you took your eye off your pipeline whilst delivering projects which are now complete. Act on feedback you receive in terms of your account management skills

Are you growing? If your role does not present opportunities to learn and develop you are probably stagnating. Think about career direction and what gives you satisfaction. Work with your manager to find new challenges to enable you to continue to develop.