

Building a Winning Sales Culture

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As a Principal or General Manager, you need to ask yourself, are we building and driving a winning sales culture at our place of business?

It's OK if the answer is "no," or "I" don't really know how to."

Building a winning sales culture can be challenging for any organization. In the electrical maintenance industry, new clients rarely call you for work. The majority of your TEGG service is generated by your sales force in the field, and retained by your workers inside the office.

Prior to writing this article, I browsed many articles for ideas on how to build a winning team. I found a very interesting [article by Brent Gleeson](#) who summed it up the best.

"A strong culture isn't wished into place, or even willed into place. It's something you build into place," Gleeson wrote.

Based on my experience working in sales and researching ideas for building a winning sales culture, I found five important strategies to building a winning sales culture.

1. **Define your company goals and values.** Every business needs to identify and acknowledge their values, and put them out, front and center, for all to see. ABM does this much better than any company I've worked for, personally, because our goals are clearly defined and shared throughout the entire organization. Sharing company goals with your team and strategies of how you will get there can help build a unified team.
2. **Lead by example.** A team with poor leadership will quickly collapse into conflict. Do not be an absentee Principal or General Manager, because without leadership, everyone will see things differently and lose focus. As a leader, your actions will set the standard for all to follow so be visual and available to your team.
3. **Always be coaching.** It's important to review sales reports to determine the necessary effort needed, and forecast future outcomes. Spending more time actively engaged with your team yields better results and outcomes. For example, ride along with your sales representatives. Most sales representatives will welcome it, since offering honest, constructive feedback can go a long way toward driving their success.
4. **Communicate.** Communication is key for effective teamwork, and can be the difference between success and failure. I often hear from team members that the lack of communication within a department triggers notions of alienation and uncertainty. At TEGG, we drive home the importance of having weekly PAR (plan and review) meetings. Use this time to listen first, then provide feedback based on your team and client needs.
5. **Work as a team, win as a team.** Do you want to grow revenue? This is achievable by building an effective team that works well together, and can take on more work to generate more revenue. An effective team works better than a disjointed group that doesn't function well together. I believe this is the biggest challenge in building a winning team. Differing personalities and values can destroy team cohesion and, as a Principal or General Manager, finding the right mix of people and engaging them to work toward a common goal is vital.

Building a winning sales culture isn't easy. If you do nothing, you risk everything. But if you get it right, it will pay big dividends throughout your entire organization.

As Principal or General Manager, set the tone and your employees will follow, and growth will increase.

