



millennial sales accountability

3 Steps to Help Your
Next-Gen Salesperson
Start Getting Traction



DANITABYE.COM

IF YOU WANT TO LEARN MORE TODAY, CONNECT WITH ME AT: 612-267-3320 OR DANITA@DANITABYE.COM



Introduction

To paraphrase Zig Ziglar, ***When you help others get what they want, you get what you want.***

Sales energy is the internal propellant for success.

Your coaching goal is to expand sales capacity—the will to sell—by bolstering:

- [motivation](#)
- **responsibility**

When you click both tumblers of this combination into place, sales energy breaks free. This is particularly essential when coaching millennials. Born between 1980 and the mid-2000s, millennials will comprise more than 50 percent of the workforce by 2020. To ensure vibrant, thriving business and sales-department growth, we need to coach their challenges and enhance their strengths.

To grow the fire-in-the-belly “Will to Sell” for each person on your sales team, focus your coaching on the following:

- [To Motivate, Energize Dreams.](#)
- **To Cultivate Responsibility, Promote a Sisu Mindset.**

This eBook focuses on the second step, cultivating responsibility to act on their dreams.

IF YOU WANT TO LEARN MORE TODAY, YOU ARE INVITED TO CONTACT US AT: DANITA@DANITABYE.COM OR 612-267-3320



To Cultivate Responsibility, Promote a **Sisu** Mindset

Cultivating responsibility begins with mindset. Sisu is a 500-year-old Finnish word packed with meaning. It is a resilient resolve that sparks confident momentum toward one's aspirations. Put another way, sisu is an unconditional commitment to pursuing one's goals, regardless of the challenges or obstacles. (Note the word unconditional.)

Sisu is tenacity. Guts. An indomitable spirit.

The salespeople who possess a sisu spirit sign up for seemingly impossible tasks. They step out despite their fears and take action against long odds. They step up when they're faced with obstacles, knowing there is more strength than what meets the eye. They reach deep within, in order to stretch their comfort zones.

So instead of just thinking that everything will turn out okay, a person with a sisu spirit has the conviction that they will be all right, and they will take the necessary actions to shape those outcomes, whether they have a Finnish heritage or not! These team members possess both high perseverance and high accountability for their own actions. They have resilience. They have confidence. They have *sisu*.

Others forfeit personal power, including ingenuity and strength. It's disheartening to see young team members with promise who aren't reaching their full potential because this quality is underdeveloped. They have the talent and skills. They know the ball is in their court to create momentum, but they don't make the needed changes. They lack commitment to do anything different. There's no fire-in-the-belly, no get-up-and-go. They desire to be successful, but they aren't going to alter their actions to achieve the success, regardless of what anyone says or does. This is a challenge often faced by millennials.



.....
IF YOU WANT TO LEARN MORE TODAY, YOU ARE INVITED TO CONTACT US AT: DANITA@DANITABYE.COM OR 612-267-3320

MILLENNIAL SALES ACCOUNTABILITY



How can you promote a sisu Mindset to ratchet up responsibility –and thereby sales energy–in each of your millennial team members?

1. Transform blame into accountability.
2. Convert excuses into empowerment.
3. Measure progress and praise performance.

1. Transform blame into accountability.

As a sales coach, what are the top methods for turning the blame-game upside down? Start by recognizing that blame is a cry for help. Blaming prospects' lack of money or product prices that are too high is a leading way a salesperson admits defeat. Blame changes productivity into negativity. Intervention in the form of coaching can flip the situation on its head. Train your people to turn from “whodunit” thinking into a “what can I do to solve it?” attitude to stimulate accountability.

Step up your coaching when a salesperson blames the economy. A salesperson who doesn't believe they have control over an outcome is unlikely to do anything to improve their effectiveness.

Organizations tend to be more forgiving of poor performance during difficult economic times; don't fall into that trap. Top salespeople with a sisu spirit will use their creativity to generate sales no matter how bad the economy seems to be. So always foster creativity. It's a positive way to inspire greater accountability and the confident momentum of a sisu spirit.

Be on the look-out for a salesperson who blames competitors. When finger-pointing and competitive issues arise, it's an admission of being outsold. Coach your people to concentrate on what they can control—service is still a key differentiator. Accompany your salespeople on client visits, and observe whether they follow the established sales plan. Coach when needed, with the goal of improving competence that leads to increased self-accountability and sisu-level resilience.



IF YOU WANT TO LEARN MORE TODAY, YOU ARE INVITED TO CONTACT US AT: DANITA@DANITABYE.COM OR 612-267-3320

MILLENNIAL SALES ACCOUNTABILITY



Question further when salespeople blame your company. Is the marketing department truly generating too few quality leads with their campaigns?

Frequent blame-gaming might just be a bad habit – or it might point to a coaching gap.

Accountability means having the emotional maturity and internal backbone to take responsibility for your own actions and choices, and not shift blame to external factors.

2. Convert excuses into empowerment.

Learn to recognize excuses and stop accepting them from any one, at any time, for any reason, even though they may seem to have some measure of validity. Simply let your “no” be “no.”

Reply to excuses with an excuse-busting question: “If you couldn’t use that excuse, what might you do differently to overcome that obstacle?”

This empowers salespeople to come up with ways to address issues that plague their performance. A salesperson’s commitment to the solution will also be much stronger when they come up with answers themselves—a great way to instill a solid sisu Mindset. Also, use the power of “might.” “How might you overcome that objection in the future?” These kinds of questions focus on actions. Actions lead to results . . . and to increased responsibility.

3. Measure progress and praise performance.

What are the most effective ways to measure good performance and encourage more of it?

First, provide clear expectations. As you are already aware, this is one of the earliest steps in building a motivational success system that helps salespeople focus their efforts.

With that said, be sure to clarify both minimum and high-performance expectations.

Communicate what baseline performance is—the minimum activity and results. Also work with them to develop concrete, measurable criteria on what a home-run performance looks like.

Be sure to define performance metrics and desired outcomes. Identify key accountabilities for each position. Ask employees what they think those accountabilities are. Is service included as a key accountability? Use clearly defined ranking and rating systems, and make the results highly visible. That which gets measured, gets done.



IF YOU WANT TO LEARN MORE TODAY, YOU ARE INVITED TO CONTACT US AT: DANITA@DANITABYE.COM OR 612-267-3320

MILLENNIAL SALES ACCOUNTABILITY



In addition, conduct regular performance reviews. In his Inc.com article on millennials, Gordon Tredgold also presented these insightful statistics.

- 80 percent say they prefer on-the-spot recognition over formal reviews and feel this recognition is imperative for their growth and understanding of their job
- 88 percent prefer a collaborative work culture rather than a competitive one

Regular reviews revitalize employee growth and reaffirm your commitment to helping them grow professionally. Only giving feedback at formal, once-a-year performance reviews is not effective. If possible, toss those out entirely. Nearly half of millennials want feedback at least once a week, or they rapidly become disgruntled and start firing off copies of their resumes to other companies.

During a recent conversation with a client, I learned about a transformation in the “giving regular feedback” process. She said it is even better to provide your Millennial with feed-forward instead of feedback. This is how it works:

Conventional feedback provides information about past performance – and we often focus on what has gone wrong. Feed-forward, however, guides your millennial leader to see what they might be doing differently in future to get better results. This challenges them to make on-going, positive adjustments in how they are performing.

This subtle difference in how you deliver the message will have a tremendous effect on the success of your sales coaching conversations. Old-fashioned feedback opens up the door to excuse-making and blame-gaming. Feed-forward has several benefits. It improves the levels of motivation, engagement, accountability, and personal and professional growth.

Considering why frequent feedback and feed-forward is important to them, their frustration isn't surprising. Instead of rigid, across-the-desk, annual reports, make this an ongoing and success-focused conversation between you both. Engage in weekly chats, even if brief, to maintain open dialogue, and exemplify a readiness to help them succeed

**To cultivate responsibility,
promote a sisu Mindset.**

**In addition, let them
frequently observe your
own goal—that of your
sisu-rooted desire to guide
them to excel.**

**This shifts their enthusiasm
and responsibility into high
gear, delivering powerful
sales results.**

IF YOU WANT TO LEARN MORE TODAY, YOU ARE INVITED TO CONTACT US AT: DANITA@DANITABYE.COM OR 612-267-3320

MILLENNIAL SALES ACCOUNTABILITY



Finally, correct salespeople with a whisper and praise them with a shout. What we focus on, we tend to get. What we're praised for, we tend to do more of. What we're criticized for, we also, despite ourselves, tend to do more of. When salespeople hear little more than condemnation—no matter who it's directed at—their fear will drive them to do just enough to avoid it in the future. Still, their apprehensions will dull their talent and drive, which increases the likelihood that they'll repeat their mistakes.

Eventually, you're stuck with a fear-based company culture. When you correct salespeople quietly and celebrate their successes with a bullhorn, you change the dominant motivator from apprehension to achievement and, in the process, create a success-driven organization. Catch them doing something right; recognition leads to more of the same.

When salespeople hear little more than condemnation—no matter who it's directed at—their fear will drive them to do just enough to avoid it in the future.

Still, their apprehensions will dull their talent and drive, which increases the likelihood that they'll repeat their mistakes.

.....
IF YOU WANT TO LEARN MORE TODAY, YOU ARE INVITED TO CONTACT US AT: DANITA@DANITABYE.COM OR 612-267-3320

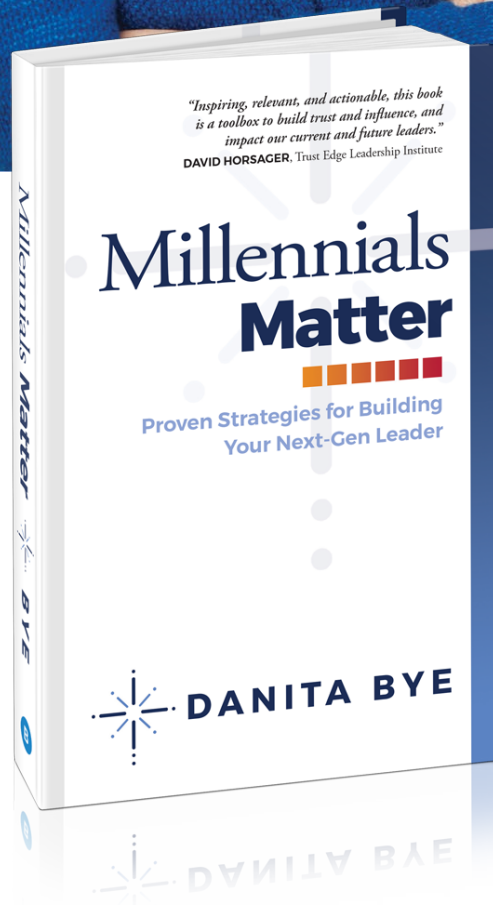


DANITA BYE, M.A. is a leadership and sales development expert serving on the Forbes Coaches Council. Valuable experiences, ranging from a sales leader at Xerox Corporation to private equity ownership, provided leadership coaching, mentoring and leadership insight for all ages.

Danita is the founder of Sales Growth Specialists and has served on the boards of private Christian universities. She is a mother of three millennials and is passionate about inspiring business leaders who see investing in their millennial leaders as a key business growth and succession strategy, integral to their leadership legacy.

With a practical, rubber-meets-the road style that focuses on values and character-based success, Danita helps experienced leaders gain an understanding of the importance of their role in shaping young leaders. Her vision is leaders of character with the skills and tools to coach millennials, our future leaders. She believes that leaders build leaders.

Danita writes a leadership blog at DanitaBye.com, which provides tips, tools, and talk tracks for those who mentor emerging leaders. She holds a master's degree in transformational leadership and a bachelor's degree in pre-med. Danita and her husband Gordon have been married for over thirty years and live in North Dakota.



“My goal is to energize and equip visionary business leaders of character who are committed to building their Next Gen leaders as a key sales growth or succession strategy. In so doing, they maximize their business, mobilize their leaders and realize their leadership legacy.” - **Danita Bye**



DANITABYE.COM

IF YOU WANT TO LEARN MORE TODAY, CONNECT WITH ME AT: 612-267-3320 OR DANITA@DANITABYE.COM

Copyright 2019. All rights reserved.