

Dear Megan,

Technology won't replace the need for human conversations. And the success of those sales conversations ultimately comes down to the salesperson's skill, motivation, attitudes, and beliefs about selling. Most companies are currently dealing with many pressing business challenges in some form or fashion. These might include

- Aggressive growth targets in a commoditized market
- A high number of stalled pipeline opportunities eventually being lost to "no decision"
- A sales team too heavily focused on selling product versus value during the sales process.



Meanwhile, a new sales or business technology surfaces almost every day, along with dramatic claims about how it will solve all your business problems and help you blaze a trail to the future.

Unfortunately, an inconvenient truth is often overlooked in all this onrush of technology. No matter how many CRM and AI systems, apps, tools, plugins, or dashboards your people have at their fingertips, sales leaders must confront three unavoidable realities:

- Your salespeople still need to have conversations with customers.

The quality and quantity of those customer conversations will determine, more than any other factor, how differentiated your solutions are to customers, the level of value your customers will perceive, and the degree to which your opportunities and revenues advance.

The quality and quantity of those customer conversations will also determine, more than any other factor, the ROI from your technology investments.

Technology won't replace the need for these pivotal human conversations. The success of those sales conversations ultimately comes down to the salesperson's skill, motivation, attitudes, and beliefs about selling ... [Read more here](#)

WHAT DRIVES YOUR SALES TEAM TO SHOW UP EVERY DAY?

The truth is, sales provides a great platform to serve others. Everywhere you look, people are discussing purpose-driven work. Millennials, in particular, are the focus of much of this talk. The Internet is rife with studies showing that this generation of young workers, the fastest growing segment of the workplace, are increasingly invested in working towards a purpose and not just at a job. But this drive for meaning in our work is hardly a new concept. In fact, a clearly defined and well-developed purpose has always been the deciding factor between stellar achievement and mere survival. But what is a well-developed purpose? And how can you help your sales team align themselves with a mission that drives both their personal growth and professional success?



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