

Dear Megan,

The truth is, all of us need coaches. Most people will not work, learn and extend themselves, by themselves, to the extent that they will with the help of a coach who sets high expectations for them. Think about it. In the world of sports, no successful coach ever says to the players, "Okay, you go out and learn whatever you can and practice whatever you want to, and be sure to show up for game day." The coach knows players aren't going to push themselves enough to develop the level of conditioning, confidence and skill it takes to win. It's why coaches exist.



People rise to their belief of your belief in them

Most people actually set lower standards for themselves than they're capable of achieving. It's human nature. But it's not just their own lowered expectations they're living down to. Across the board, in numerous organizations, people are producing almost exactly what managers or leaders expect them to produce.

People fall into ruts and habits. They gravitate to levels of productivity that they think their manager will accept. Soon enough, those levels become fixed beliefs. And those beliefs manifest in the work that they do. The managers' expectations about what the person can accomplish then become fixed, creating a reinforcing loop of mediocrity. We call it the Law of Limited Performance.

This is why it's so critical that sales managers are not only consistently and effectively coaching their teams but that they expect and believe their people can continually achieve more. Of all the factors that influence someone's productivity, expectations and beliefs—their own as well as their manager's—rank at the top of the list.

Regularly scheduled coaching sessions can improve the performance of almost anyone. [Read more here](#)

WHY SALESPEOPLE FAIL TO REACH THEIR SALES GOALS



Our research has shown that there are five factors that affect whether or not someone achieves their sales goals. New Year's resolutions. They're a January ritual that is almost always followed by the February ritual of abandoning them. Statistics show that each year, just 8% of people will be successful in keeping their resolutions. Another 24% have never succeeded and fail on their resolutions every year.

Why do the vast majority of people abandon their personal and professional goals and settle for less? It seems like that's the perennial question for those who are responsible for sales training development and management. Every year, they see the same patterns repeating themselves. Sales reps have been through training. Their managers work with them to put goals in place at the beginning of the year. The salespeople are excited about the huge potential ahead of them—there are so many clients who need the organization's products, services and expertise! And then, all too often, the results just don't follow. What's the secret to not just setting goals, but achieving them? Discover the Five Core Factors Influencing Goal Achievement ... [Read more here](#)

REASONS YOUR CUSTOMERS MAY NOT BE BUYING FROM YOU

Salesperson communication skills have to include the ability to recognize and adapt to the behaviour styles of your customers. We recently looked at the challenge salespeople face when opportunities initially progress but then lose momentum. It's not always the big competitor or scrappy new upstart on the block that's getting in the way. Instead, you're competing against the customer's instinct to do nothing at all, to stick with the status quo as the safest option or path of least resistance. As we discussed in that post, the battle against the status quo can be easier to win once you understand why your customers buy. There's another side to this dynamic that's just as valuable for the salesperson to understand, and that's why your customers don't buy ... [Read more here](#)