



- straight commission. It's a real problem to hinder your sales people with administrative tasks when they should be selling while you support them. If you need another support person, hire one but leave your sales team to do the selling.
6. **Share current information** on your product and its position in the market so the team is ready to answer any questions.
  7. **Reinforce** their belief in you **by listening carefully** to their sales strategies and struggles. When you hear a problem, **do not just jump to a solution**. Remember if you are not doing the selling with them, **then you don't really understand their problems. Instead, work with the team to brainstorm solutions and bring in some examples and sales theories to give them a big-picture solution.**
  8. Finish the day with 10-15 minute discussion of the successes and failure. **Ask:** what did you learn today? What support do you need from me? What can you share with me and the team that will help us understand how to best present and position our product so that we can shine over the competition?

If you are not getting information from your sales people based on these questions, then maybe you have the wrong sales people BUT, it's likely they are alienated and mistrustful and YOU need to do some real work to help them do their best.

That's an order from the Confidence Coach, Kathleen Schulweis