



Sales Effectiveness

By Paul Hoyt

Problem: Many construction businesses struggle to survive because they are not focusing enough time and attention on developing great sales skills. Most business owners are great at doing their jobs and performing on a contract, but they are weak in sales. The reason they got into business in the first place is because they were excellent at their jobs, but they fail to realize that excellence in delivery is only half of the game – they also have to be excellent in sales!

Impact: Without good sales effectiveness, the business never gets the chance to deliver. And as a result, revenues and profits can suffer to the point of the owner closing the doors and going out of business.

How We Contribute: Many business owners resist sales because:

- 1) They fail to recognize the importance of being effective in sales
- 2) Their self-image is built around being a good construction worker (instead of being a business owner) and they are afraid of looking bad,
- 3) They are afraid of being rejected when asking for a contract, or
- 4) They don't know where to go for cost-effective sales training.

Options: Business owners have many options to improve their sales effectiveness, including:

- Sales training programs available through Constructus
- Asking other business owners where they got their sales training
- Asking their coaches and advisors for recommendations.

Implementation Plan: Complete the attached worksheet and brainstorm your options for getting the sales training and coaching you need. Then make a decision and take action.

The most important step: make a commitment to be a great, ethical, and effective sales person today!

Delegation of Tasks: While business owners can hire sales people to work for them, this is a challenge, too. Hiring sales people is tough to do, especially when you have no experience or sales training yourself. Many people report that 80% of sales hires don't work out!

The bottom line: Sales effectiveness cannot be delegated. As a business owner, you are not only responsible for delivery, you are responsible for sales, too!





Reporting and Follow-up: Set a goal for getting sales training, then set goals for:

- 1) Sales activities (number of meetings, calls, emails, etc.)
- 2) Strength of pipeline (number of prospects, size of deals, probability of closing, etc.), and
- 3) **Most important:** Booked Revenue!

Evaluation: Every month, evaluate your sales effectiveness by comparing your sales results to your sales goals. Work with your sales trainer or business coach to honestly review your performance and make changes to your actions and attitude to get better results.





Sales Effectiveness Worksheet:

Work through the following questions to help you apply this lesson in your business:

1) How is your business doing? Are you getting the contracts and revenues you would like to get?

2) What sales training have you had in the past?

3) How do you feel about being a professional sales person?

4) Who at your company is responsible for sales? (Hint: this is a trick question!)





5) What are you going to do to gather your options for getting sales training?

6) What options did you find? (List the option, the price, and your thoughts about that program)

7) What is your choice and when are you going to do it?

8) (After training) What are your new sales goals?

Activity Goals: _____

Pipeline Goals: _____

Booked Revenue Goals: _____

9) (After one month) How effective are you being? What are you going to do different to get better results?

