



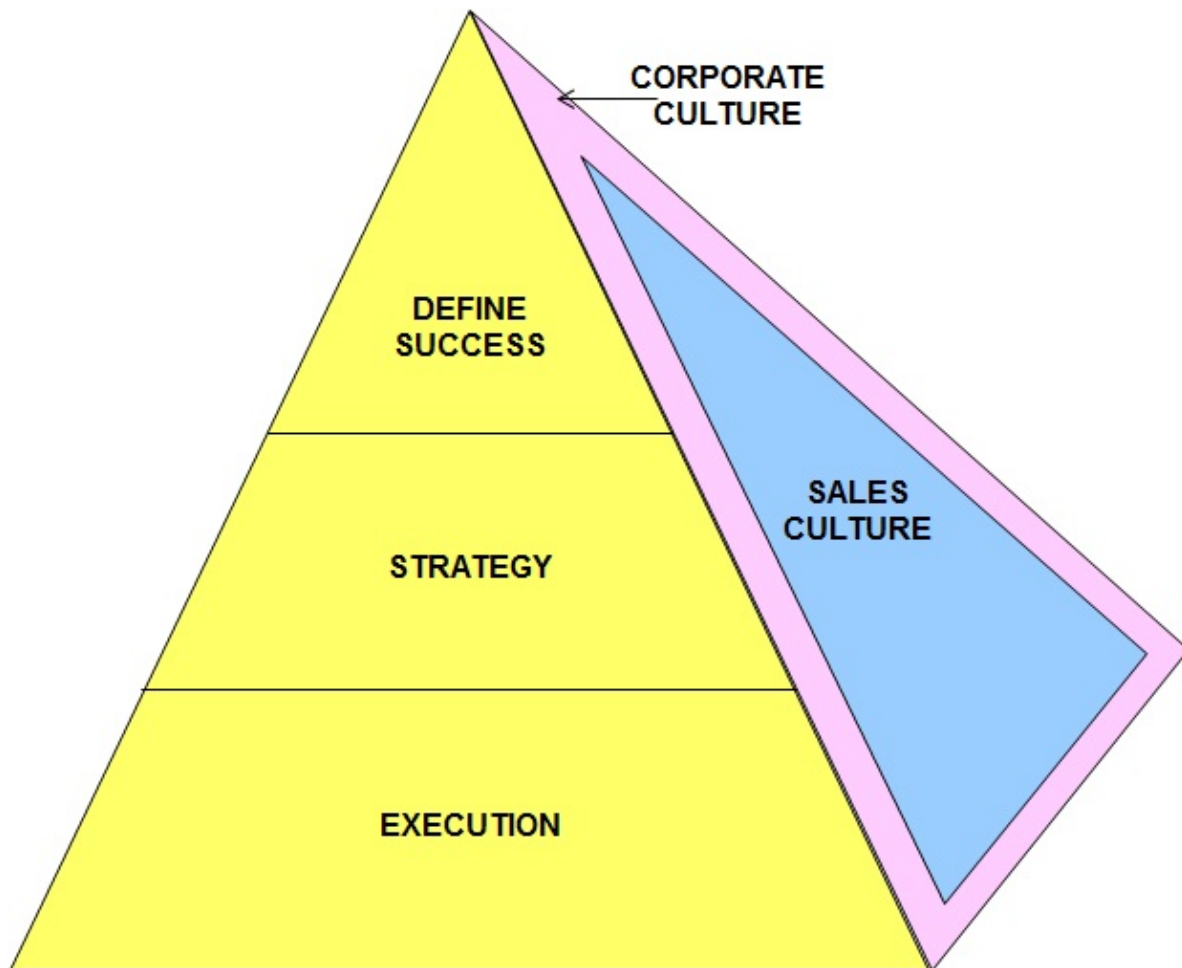
Achieving radical and sustainable improvement in top line performance

Building Your Sales Culture - Why You Need One.



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Every organization has a corporate culture. Think of culture as how organization's 'do things.' Culture is consistent, observable patterns of behavior in an organization and what they repeatedly do. Culture is a collaborative process of creating a shared awareness and understanding out of different individuals' perspectives and interests. Hence, a crucial purpose of culture is to help orient employees in ways that provide a basis for alignment and success.



Within the context of a corporate culture lies what is often referred to as the organization's 'sales culture'. Sales culture creates the environment in an organization wherein everyone is in sales, regardless of job title. When the sales culture is made transparent to the entire organization via the sales process, everyone in the organization will understand how what they do helps customers/clients say "yes" to their company. A sales culture is all about contributing to the success of the sales organization, making them effective and able to execute in a way that produces the result dictated by the organization's sales strategy. While the sales organization sells with a capital "S" everyone else in the organization sells with a small "s."

An effective sales culture encourages everyone in the organization to see how their job impacts the customer/client to produce happier customers/clients and more profitable revenue.

The Challenge

Sales cultures must be congruent with the overall corporate culture and not contrary to the organization's core values. Sales culture starts at the top. When the CEO has an accounting, engineering or law degree and has never "carried a bag," it is challenging to establish a sales culture that permeates the organization. The fact that many of the world's business leaders come from these backgrounds can't be denied. However, as organizational needs evolve at a dizzying pace, vis-a-vis Wall Street's expectations for continued revenue growth and profitability, the CEO needs to be at the forefront of marketing, sales and value generation as the virtual head of sales, demonstrating role model behavior as the company's "super rep." When done

correctly it will send a message throughout the organization about beliefs and behaviors that, when integrated into the fabric of an organization, will revolutionize the ability to connect with prospects, clients, and customers maximizing profitable revenue.



So What?

An effective sales culture can help:

Eliminate task interference and road blocks coordinating internal support resources to facilitate the flow of opportunities from qualified to closed.

- Create parallel impact across the entire organization by breaking down constructive silos.
- Show how every single employee can contribute and make a difference everyday by adding value and becoming a greater asset to the business.
- Benefit from efficient company-wide communications in support of sales culture.
- Experience revenue growth for both new and existing products and services to new and existing customers/clients.

As you look at your own organization, does everyone understand when and how to think and act like a sales professional with a small "s?" If the answer is yes, congratulations! You have a winning sales culture.

If you have questions, contact KappaEast at kappainfo@kappaeast.com

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