



## Growing Great Sales Teams

We are excited to launch our first book, "*Growing Great Sales Teams: Lessons from the Cornfield.*" We live in the information age. Companies can communicate 24/7. Response time is fast and processes are efficient. With that, I am quick to remind sales managers that technology cannot replace the human element needed for success in sales and sales management. In a high tech world, the principles for success are simple, practical and timeless. Old fashioned values such as honesty, hard work, empathy and authenticity are still the foundation of great sales organizations. Here are three of the 18 lessons found in the book:

**Lesson #1: Great sales teams remain grounded on the road to success.** They don't catch the disease of arrogance which is accompanied by complacency and mediocrity. Great sales teams are led by great sales managers who consistently challenge their teams to embrace the qualities that made them successful in the first place: being hungry to learn, open to change and a strong desire to improve. These teams know the only time you can afford to not to learn, change and grow is when... your competition has made the same decision!

**Lesson #2: Great sales teams achieve their fun quota and sales quota.** Hard charging sales managers often forget that an important component of hitting the sales quota is accomplished by achieving the fun quota. When is the last time your sales team achieved both? Remember, all work and no play create dull sales teams.

**Lesson #3: Great sales teams have great leaders who understand leadership skills don't come in a software program.** Outlook can schedule a sales meeting; it can't conduct a meeting that inspires the team to achieve their personal best. A CRM tool can manage contacts; it can't teach your sales team how to make the contact and build a relationship.

**Great sales teams understand that 'ole fashioned principles of doing business still win the business.**

*"Like many 'farm kids,' I didn't realize I was learning great leadership skills while growing up on an Iowa farm. I thoroughly enjoyed your chapter on achieving the fun quota and the sales quota. It's a core value I've practiced for years in business."*

Howard Putnam  
Speaker, Author  
"The Winds of Turbulence"  
Former CEO of Southwest Airlines

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