

Who Teaches the Teachers?

By John A. Palumbo



A good coach has vision. When Wayne Gretsky, the all-time ice hockey great, was asked for the secret of his success, he replied, “I go to where the puck is going, not where it’s been.” A good coach works out where he or she wants to take the team and then has the daily discipline to make his or her vision of tomorrow come true.

Who’s your customer now?

When you were a salesperson, it was easy to remember who your customer was: your buyer, the one who made your company’s success possible. Who’s your customer now that you’re a manager? The ones who make your company’s success possible – your salespeople! If you recognized them as your *customers*, would you manage them differently? Would your service to them make them more enthusiastic about supporting you?

“Growth requires a person to be open, not in a defensive mode.”

Here’s an example of how we bosses have

warped our salespeople. Two typical questions I ask when interviewing for a new on-site sales position are: “How do you feel about me (your manager)

listening in on your presentations for training purposes? How do you feel about mystery shoppers?” The most common answer is, “Well, I don’t mind constructive criticism.” Yeah, right. Can there possibly be such a thing as constructive criticism? “I’m going to tear you down, but my goal is to build you up again *the right way*.” If it feels like criticism, the red alert siren sounds and the shields go up.

Growth requires a person to be open, not in a defensive mode.

Would you criticize your customers? I don’t think so. You only want the best

for them. Just as your buyers get more excited as the time to move in draws near, you want to coach your salespeople so they grow into superstars who are happier and more fulfilled in their jobs.

“One of the best opportunities is to take courses offered through the Institute of Residential Marketing (IRM).”

Training

Take advantage of every opportunity for training, but you’ll have to keep your eyes and ears open. For all the programs designed for new homes salespeople and advertised nationally, there are only a few specifically for sales managers.


One of the best opportunities is to take courses offered through the Institute of Residential Marketing (IRM). Whether or not you’re motivated to seek your MIRM designation (highly recommended), the IRM IV course on sales and marketing management is a must. Listen to some of the ideas covered in this intense two day course:

- Qualities of effective leadership.
- Hiring the right people and compensating them.
- Training for salespeople and support staff.
- Managing prospects, salespeople and owners.

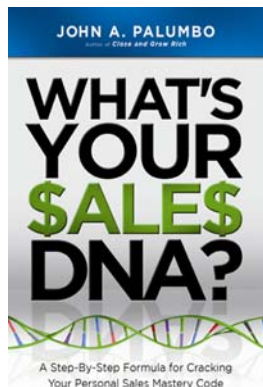
I also suggest taking classes outside our industry in order to get a different perspective on managerial skills. The one and two day seminars that are offered throughout the country can provide excellent ideas for professional growth. They make for a great tune-up two or three times a year. Given the fact

that you're going to be responsible for millions and millions of dollars in settled new homes over your career, the cost of the programs is trivial.

Act as if . . .

The first sign of leadership is to act it. Many great leaders assumed the role of leadership before the title was bestowed upon them. Leadership is often a self-fulfilling prophecy. Act as if you are and soon you shall be. 

Continue to learn from the sales master, **John Palumbo**, in his recently published book that is certain to help you improve your sales!



Author: John A. Palumbo
Publisher: The Sterling Learning Group
Date of Publication: 2007
ISBN: 978-1-934381-00-7
Number of Pages: 205 pages

Order today at
www.MySalesDNA.com



John Palumbo is CEO of The Sales DNA Institute, an idea studio and research laboratory for sales and marketing management. He has presented hundreds of speeches and seminars internationally on the science of sales and influence. He has been instrumental in restructuring the Sales DNA or thousands of individuals from small, family-run companies to large-scale developers such as Trump Grande International. Visit SellingOnStage.com or e-mail PalumboJ@aol.com for more information.