



INNERVIEW

WIN FROM WITHIN

Building a High-Performing Sales Culture

***A blueprint for B2C sales organizations
to create consistency and drive growth.***

Every Customer Conversation is Precious...

But, in many B2C sales organizations, performance is driven by individuals, **not systems.**

That creates inconsistency, which shows up through symptoms like:

- Execution varies rep to rep
- Expectations are unclear or inconsistent
- Performance spikes, but doesn't sustain
- Managers focus on outcomes, not behaviors

What most teams call "culture":

Energy

Motivation

Personality

What actually drives performance:

Clear expectations

Coaching systems

Manager accountability

Reinforcement of behaviors

The Blueprint for Sales Culture

A high-performance sales culture is built around your company's strategy. It is a system of beliefs and behaviors that get reinforced.



A Consultative Sales Process



Empowered Frontline Leaders



Phased Rollout



Sustainment Roadmap

Culture is built when behaviors become consistent across the organization.

#1

A Consultative Sales Process

A defined consultative sales process should guide the customer interactions, without sounding scripted.

Below are our proven elements for a consumer sales model. This approach is updated from traditional sales models to match the modern customer's habits and mindset.

- 1 Identify Main Objective** – Learn what the customer is hoping to get out of the conversation. Structure your approach to achieve their goals.
- 2 Learn Their Needs...Efficiently** – Customers don't want to answer 100 questions. Find ways to gather information quickly about their needs to keep the discussion moving.
- 3 Narrow Options** – Most customers are overwhelmed by the number of choices they have. Explain which options could make sense for the needs you identified.
- 4 Recommend a Solution** – Explain which option you recommend and tell them why, based on their needs. You are the expert, and they want your opinion.
- 5 Confirm Selection** – You want the customer to make confident purchase. Verify which option they want to go with and validate why they are making a good choice. Ensure they are clear on all costs and terms.
- 6 Set Post-Sale Expectations** – The sale is not the end of their journey. Provide clear details on what will happen next in the process, including installation procedures and timing.

Keys to Success

- ✔ Match the Process to the Role** – Weave these core principles into a process that works for the customer conversation. The process might be slightly different for call centers, retail, direct sales or techs, but the approach should feel consistent.
- ✔ Customized Internal Brand** – Give your sales process and the steps custom names that fit your company. If the sales process feels generic, your team is less likely to adopt it.
- ✔ Top-Down Selling is OUT** – Keep your team focused on meeting customer's needs. Recommending the right plan for subscribers will build lasting customer relationships.

#2

Empowered Frontline Leaders

Your frontline sales leaders are the key to making the sales process stick. No sales model or training program will deliver sustainable results without their ongoing dedication.

This is often a significant change for many frontline leaders. While coaching and team development might be part of their job description, these roles often get bogged down with administrative tasks, customer issues, or company fire drills.

You need to reset expectations with this leader get them focused on being performance multipliers. We develop their skills and their expectations around the following areas:

Coaching

Facilitation Skills

Time Management

Performance Management

Maximizing Technology & Tools



#3

Phased Rollout

Your team will need time to adjust to the new approach, so do not rush the rollout.

Rather than doing a 1-day or 2-day training, we have found spreading the content out over 6-8 weeks to be a better way for salespeople to absorb the concepts. If you do this part right, the results will be far more sustainable.

There are two key elements to the approach:

- 1) Introduce 1-2 behaviors at a time – Give your salespeople the chance to learn, digest, and try some new behaviors. Burying them with too many things to think about can cause confusing and will slow down adoption.
- 2) Live learning sessions – We structure all trainings in a live, facilitator-led format that we call “Huddles”. This allows your employees to exchange ideas with their peers, which drives better ideas and greater ownership of the program.

A Sample Rollout Schedule:

Week 1:	Program Kickoff & Effective Customer Greetings
Week 2:	Effective Needs Exploration
Week 3:	Matching Value to Needs
Week 4:	Making the Recommendation
Week 5:	Confirming the Selection & Price Explanation
Week 6:	Setting Expectations

#4

Sustainment Roadmap

By this point, your team should be thinking and acting differently. You want the selling model to become second nature.

However, there needs to be ongoing focus on executing the behaviors and improving as you go. You shouldn't expect every employee to "get it" right away. This requires dedicating structured time to team and individual salesperson development. Sales leaders need a framework they can follow.

The best results come when teams plan out at least 90 days in advance. Put blocks of time on the calendar for the key activities (see below) and ensure that time is treated as "sacred." Yes, things will come up, but the sales team must maintain some structure or execution will suffer.

DEVELOPMENT ACTIVITIES	DESCRIPTION	FREQUENCY
Sales Team Huddles	30-minute team sessions focused on core selling behaviors	Weekly
1-on-1 Coaching	Dedicated time for managers to focus on individual rep habits.	Bi-Weekly
Observations	Listening to live calls or observing salesperson in the field (ride-alongs) to provide on-the-spot feedback.	Monthly
Calibrations	Session for frontline sales leaders to listen to calls/observations together to identify trends and stay aligned on what "good" looks and sounds like.	Bi-Weekly
Frontline Leader Forums	45–60-minute sessions for leaders to discuss team progress, salesperson needs, and common challenges.	Bi-Weekly

Good luck Growing!



**Contact us to talk about
how to make this work for you!**

marketing@innerviewgroup.com

innerviewgroup.com