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## IMPROVING SALES VIA CULTURE PROFILING

THROUGH TARGETED DEPLOYMENT OF PERSONNEL AND IMPROVED MATCHING OF THE SALES PRACTICES TO THE BUYER'S CULTURE, COMPANIES CAN INCREASE SALES WITHOUT INCREASING HEADCOUNT.

### **Overview**

After years of analyzing cultures it is our experience that a company's best customers think and approach business in the same way they do—they mirror each other culturally. They worry about the same things, notice the same issues, value the same types of people and place importance on the same outcomes. Like-minded companies prefer doing business with one another. Buyers purchase with higher confidence when they know their vendor thinks as they do; they know the supplier will naturally address their spoken, and unspoken, concerns. Likewise, the supplier feels they have a customer with whom they can connect, thus enhancing service delivery; a mutually satisfying experience. This simple fact is of great use in sales deployment and management.

### **Concept**

**Deployment:** Individual sales people match up with some customers better than others based on the fit of cultural preferences—how closely do they naturally think like their customers? The stronger the match, the richer the outcome. Culture profiles help a company deploy sales personnel properly and manage them appropriately. Culture profiles simultaneously anticipate a customer's buying decisions while revealing which factors sales people prefer to emphasize—the greater the similarity, the better the fit. Culture profiles inform management as to the compatibility of customer and sales person. Compatibility creates a more satisfying relationship for both parties while driving improved results.

**Sales Management:** Sales management practices expose the sales culture. Sometimes practices fit a buyer's culture, sometimes they do not. For example, it is counterproductive to tightly manage a system where key sales people have the most impact on results, where there are many ways to close a deal, or where the customer prefers dealing with a trusted sales rep. On the other hand, it is unwise to loosely manage a system when the



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product is commoditized; the primary buying factor is price, or when a sales process can be populated with lower-cost, less experienced persons while achieving the same results. Therefore, the question remains: does the sales management system drive the sales behavior desired by the customer at an acceptable cost? Is the sales management system aligned to promote success? The properly balanced system delivers the expected results, at the right cost, while retaining essential personnel. The unbalanced system does not. Culture profiles identify the levers leadership can use to excel and drive results.

### **Summary**

In summary, through improved deployment of personnel and the practice of buyer appropriate sales management, a company can increase sales without increasing headcount.