
“THE REALITY OF THE SALES AND BUSINESS DEVELOPMENT PROFESSIONAL”

In the world of the entrepreneur and the employee, it is important to note that the choice that one makes to create a business or work for an existing one begins with a basic inspiration, a vision, and a desire to make a difference. That difference may have personal, professional and social motivations. Regardless of the motivation, the tangible products and services that manifest from that vision can have tremendous potential value for those businesses and individuals who choose to use them.

The realization of that potential is primarily dependent on the ability of owners, executives, management, sales and business development staff to generate profitable sales revenue - consistently and predictably.

Unfortunately, the world of sales is a paradoxical one. Where most professions require subject matter degrees, government and association certification as well as continuing education requirements that serve to validate and maintain professional standards of competency and excellence, the average sales and business development professional's certification is more the result of on-the-job training than of formal education. In fact, it is highly likely that an individual looking to establish him or herself as a sales and business development professional will be hard pressed to find a university degreed program to introduce, develop and refine their skills.

Individuals who work for Fortune 500 firms such as major manufacturers, pharmaceutical and technology firms benefit from formal training early on in their careers in traditional selling methods and techniques. However, the vast majority of individuals in sales and business development roles have not had this opportunity. Over 90% of professionals responsible for sales and business development have never been exposed to or enjoyed the benefits of formal sales or sales management education. In addition, a recent survey by the National Federation of Independent Businesses researched small business owners' pre-ownership experience, and found that over 50% of them launched their businesses without any background in sales.

When attempts are made to further sales skill, they are typically fragmented, short-term and isolated actions such as seminars, lectures, motivational events, top selling books and team building events that rarely address core issues and ultimately produce low to no return on the investment in time, personnel and money.



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Lastly, these efforts more often than not result in personal sales systems that lack focus, attention to detail and an appreciation of the necessary ingredients required for establishing an effective and results oriented sales process. They also do little to promote personal accountability and little to promote a cohesive approach to managing and team performance. More importantly, fragmented and quick fix approaches to skill development do not take into account the very personal nature of an individual's skill level, experience, understanding of best practices, behavior strengths, behavior weaknesses, personality type and communication style.

In my years as a sales professional - representative, manager, executive and consultant, I have seen how limited and inconsistent exposure to formal sales education can make a sales person's and team's approach unfocused and ineffective in the quest to meet or exceed sales goals. The cumulative affect of these conditions are staggering, since the strength of a company, the development of its products and services, the security of its employees and greater implications regarding economic and community development rest primarily on a business development manager, sales person and team's ability to deliver profitable results.

I have also observed the frustrations of well intentioned-business owners, managers, and salespeople with superior products and services struggle to meet objectives and adapt to changes in the economy, their market and customer expectations.

The Emergent Educational Services solution for overcoming these challenges is Managing Success, a comprehensive educational approach to performance management that incorporates a fully integrated set of assessment, design and skill development tools designed to create positive changes in sales and management behavior.