

5 Disablers of Execution

ACCELERATED SALES LEADER CORRECTION GUIDE

Your ability to grow revenue largely depends on the team's ability to execute. These are the five most common reasons why sales organizations struggle and the leadership actions you can take to course correct.

1

PRIORITIES AREN'T STRAIGHT.

People are not clear or conscious of, or don't care about working on the right things in the right order that will drive the right outcomes.

Executive Action: Be strategic about communicating priorities and why they matter. Be a broken record about the right priorities.

2

TIME ISN'T TREATED AS A VALUABLE RESOURCE.

Time is allowed to be treated casually rather than seen as a valuable, non-renewable currency to be traded for high value activities.

Executive Action: Talk about time, frame it as valuable and empower people to say 'yes' and 'no' when needed to preserve it.

3

DEVELOPMENT DOESN'T FOCUS ON EXECUTION SKILLS.

Most training or coaching doesn't teach people the mechanics of decision-making, workflow or follow-through. It's just assumed most will pick up these skills along the way.

Executive Action: Identify the 5 essentials of executing well in your business, including your expectations. Then work them into the training plan.

4

THERE ARE NO CONSEQUENCES FOR INFRACTIONS.

When people execute poorly, it's an early indicator of trouble catching and addressing bad behavior upstream, we wait until things snowball and harm the business.

Executive Action: Communicate examples of poor behavior that will be addressed starting now and be sure it is dealt with consistently.

5

PEOPLE WHO EXECUTE GET PENALIZED WITH MORE TASKS.

Leaders commonly heap more work on competent people who perform reliably. This lets others off the hook. It also creates a burden for your MVPs who will eventually get disgruntled, burn out, and move on.

Executive Action: Commit to level-loading work across the team. Recognize and reward those who execute well. Set expectations and provide development to those who don't.

WHAT TO DO NEXT



Choose which disabler is most problematic at your organization.



Create a 3-step game plan to deal with it over the next 90 days.

- Include specific behavioral issues, your expectations, desired actions and consequences.
- Carve out how you will keep this game plan alive during the 90 days through repeated communication.



Devote time at your next manager meeting to roll-out.

- Obtain their real-life examples; gain buy-in.
- Share your game plan and your expectations of them.