

sales myths

DEBUNKED

FROM MIKE KUNKLE, SPARXiQ⁷

THE MYTH: YOU CAN'T SUCCEED IN MAJOR, COMPLEX, ENTERPRISE SALES REMOTELY, AS AN INSIDE SALES REP.

TRUTH: A 25-year old inside, outbound sales rep landed a multi-million dollar deal from a desk and office chair in Pennsylvania, with a company with a Chicago HQ. There was one primary decision-maker with at least three influencers. They never left the office and used the phone, fax, UPS, and two gift delivery services. It took 9 months to close and originated from cold outreach - by phone. Don't let people tell you what CAN'T be done, unless it's limited by physics or the laws of the universe, as we know them. ▲

THE MYTH: INTERVIEWING IS AN EFFECTIVE SELECTION METHOD FOR HIRING TOP SALESPEOPLE.

TRUTH: This one is more of a gray area, but by itself, this is not true. There is too much bias and too many salespeople who can sell themselves better than anything else. One university research study showed that interviews were 14% predictive of success in a role. Another study showed the cumulative effect of purposefully-combined selection methods greatly improved hiring effectiveness and the likelihood of on-the-job performance. In short, interviewing can be part of an effective selection method for hiring top salespeople, but by itself—it is not. ▲

FROM LORI RICHARDSON, WOMEN SALES PROS⁷

THE MYTH: WE CAN'T FIND ENOUGH WOMEN TO FILL OUR BDR, SDR, AND AE ROLES.

TRUTH: A male sales leader with a near 50-50 gender split among his sales team says leaders who say this are not trying hard enough. The great news is the talent coming out of university sales programs is amazing – so start here first. Next review the requirements you've set for the role and be open to pushing the boundaries. If you state that your AE must have a technical degree, you won't get as many female candidates applying, and you may not get better sellers for your role. ▲

THE MYTH: WOMEN JUST AREN'T AS COMPETITIVE AS MEN.

TRUTH: Women have many characteristics, traits, and background that can make them as successful or more than their male counterparts. Asking about college athletic background as a requirement or preference, isn't going to help you find a talented and successful rep, many of whom come from hospitality, biology, or teaching backgrounds. High performing sellers can be competitive but many don't need to be #1, or the best or the first. They compete against themselves and are more focused on helping customers on their journey rather than ranking higher than a peer in the office. ▲

KEEP IN MIND—

your local university sales program may offer sales research to help you debunk your own sales myths. Use our 2021 Top Sales Programs listing to find a university program near you.



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