

Sales Myths

DEBUNKED



BARRY TRAILER
Sales Mastery

THE MYTH:

The Newest “Silver Bullet” will solve everything.

THE TRUTH: Every couple of years, there appears a new Silver Bullet that will solve recurring sales challenges: closing more deals in less time; building overflowing sales funnels; attracting new clients and renewing existing clients at unprecedented levels; and so much more. “Silver Bullet” refers to a fix-all that somehow magically solves any/all problems. For those who don’t know, silver bullets were the trademark of a television/movie character, The Lone Ranger, and a memory Boomers will flash on every time they hear the *William Tell Overture*.

Like the Lone Ranger, Silver Bullet solutions are equally mythical. There are no shortcuts, and get rich quick scenarios are as much in your favor as the odds of winning the lottery. Yes, it can happen. No, it probably won’t. You have to do the work. When innovation is introduced, it is first for the rich. Think air travel, cell phones, EVs. Those that can afford these things in the early stages do; most cannot. Similarly, innovation happens at a higher selling level, but as higher order problems become routine, more common, they will move lower in the grand scheme of things and, at some point, be better handled by constantly improving technologies.

The point is not for you to become a robot in some giant selling machine, but to constantly be elevating your game, up-skilling your abilities, pushing the envelope. Said another way, staying ahead of technology!

There are no silver bullets. Do the work of growing, elevating, improving, exploring as a seller, and serving your buyers. ▲

THE MYTH:

Farmers, Hunters and Killer Sales Reps

THE TRUTH: A company recently approached us to work with their elite sellers, their “hunters.” Estimating that 85%–95% of their salesforce were “farmers,” they wanted us to focus on up-skilling their hunters. The point here is not to dismiss the notion of focusing on your top performers, it’s the labeling myth we want to bust here.

The terms hunters versus farmers and, even, “ranchers” are familiar to anyone who’s been involved in sales for even a short time. Hunters being the reps that can bring in new logos, new customers, while farmers grow existing relationships. “Killer” sales reps are, presumably, the primo hunters, the top 10% of the hunter group.

This is a typical scenario for Sales Management 1.0. Get ‘em young, keep ‘em hungry, turn ‘em loose on the market, the strong will survive. This is also perfect baloney. Think about it, first, from the buyer’s point of view. Do you really want to be “hunted?” Knocked down and dragged back to the seller’s firm as a trophy? Probably not.

And second, from a new generation of sellers (think: Gen Z and Millennials), does this sound like the purpose-driven, socially responsible profession they aspire to join and excel within? If you’ve worked with people in these groups, you know the answer.

Sellers that are able to identify suspects, qualify prospects, educate leads, progress opportunities and close new accounts are always highly valued. The time is now to lose those labels and free the hunters to become relationship builders, developers and, even, challengers. There’s much more appeal in a job that enables you to grow relationships and sustainable business, than a legacy of being a hunter with a collection of trophies. ▲

NOTE

You’ll find more Sales Myths Debunked in this issue—read on!