



The Baron
Group, Inc.

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Never Pass up an Opportunity to Learn

One of the best things about choosing a career in sales is that you can always get better. Of course, this applies to virtually any profession, but salespeople consistently have the opportunity to assess their performance.

Every sales call is unique. Customers, situations, objectives, issues, objections and companies are never the same. Every time you interact with a client it is a unique opportunity. And that provides you with the chance to learn something.

That is why we think it is so important to debrief every sales call. If you are with other people, it is a huge mistake not to give each other feedback. But even when working alone, it is a most useful exercise to review what happened.

The tendency, of course, is to look at what you did wrong. That is human nature. We tend to be our own worst critics. And we do need to know how to improve.

But it is a big miss not to focus on the positive as well. You need to know what you are doing well. Not just to feel good, but to ensure that you continue doing it. We do many things in what we call an unconscious competent mode. Reviewing what you do well makes you more conscious of these strengths.

And of course, you need to look at areas where you could improve. That doesn't mean beating yourself up. It means identifying what you could do better moving forward. Think about what you could do next time, as opposed to focusing on what happened that didn't work this time.

If you are with your boss, you should always get feedback. And if you don't, you have the right to ask for it. Coaching is a key part of the manager's job.

We encounter 30 year olds who think they know everything and 60 year olds who can't learn enough. It is your decision. Every sales call is a learning opportunity. Make the most of it.

Very truly yours,

The Baron Group