

EVERYBODY WORKS IN SALES LTD

6 Kensal Green, Monkston Park, Milton Keynes, MK10 9QE
Company Registered in England & Wales: 11227265

After months of trying to find a second-hand car for my daughter, I gave up on car garages. Every salesman didn't listen and was trying to sell me the cars they wanted off their lot, instead of the car my daughter needed. At one car garage, the sales people were selling so badly, I asked to speak to the manager to offer free coaching to help his team ask questions and engage. He hid like a coward in his office.

So what's the solution?

An exclusive private members club is opening in our county. I was honoured to be contacted for a tour. When I ask why they called, they said "I was on a list" and couldn't specify which one. In an effort to make small talk, they asked "where I was based?"

Surely you must have researched me on LinkedIn before you called?" I asked the sales person.

"Na, mate, didn't think of that?"

Approx £1,000 a year membership to a private club and they hired someone without any proper training.

This is becoming a serious problem since it's happening every day in Milton Keynes and Bucks.

Companies want to hit their targets. I get that and support it. The problem is that most of them don't invest in proper sales coaching.

So many businesses aren't hitting their desired targets. They invite me into their offices to help them get results. After a few hours of coaching, they start to make progress and it's one of the things that makes coaching so wonderful – seeing your customers increase revenue as a result of your advice.

Sales people regularly reach out to me because their company won't invest in coaching and they can't hit their targets. I advise them to start reading one book a week. Attend local masterclasses from experts. Listen to podcasts and watch Youtube videos. My new Youtube channel has just launched and will be full of free insight and value each week.

<https://www.youtube.com/channel/UCnWgs1PsIF4C3XyCPhLn1uQ>

amazon Best Seller

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As Mark Hunter, author of High-Profit Selling says “sales is the foundation of business and the economy.”

Companies need to understand that according to research on *Inc*, *Fast Company*, *Forbes*, *Entrepreneur* and most business websites, the fastest way to grow your business is to increase sales – and the best way to make more sales is to hire an expert sales coach.

Saying you don't have money for sales coaching is no longer valid in this competitive world. Using a carrot and stick approach and threatening to fire staff who no longer perform isn't effective strategy. Investing in your staff will always reap rewards for everyone.

Niraj Kapur is an expert sales coach and author of the Amazon bestseller, *Everybody Works in Sales*.

To get tickets for the Sales and Digital Marketing Masterclass in Milton Keynes on 18th July at Grant Thornton, click here https://www.eventbrite.co.uk/e/sales-and-digital-marketing-strategy-masterclass-milton-keynes-tickets-47608951656?inf_contact_key=5ec539b4ea7c06bdba28554937d821f0

Warmest regards
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