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## *Does Your Team Hate Sales Reports?*

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Do you require your sales reps to submit sales reports? Do they like doing it? Probably not.

That's because they probably think your sales reports are nothing more than a policing action. In reality, you want them to think of sales reports as a GPS navigation system to help them get to where they want to go.

To do this, you actually have to use the sales reports. Don't just file them away without looking at them. Write some comments on the report and return it to the rep. Sometimes a comment like "Wow, you really worked hard last week; it's just a matter of time until it pays off!" can go along way in terms of keeping members of your team motivated.

Remember, your team has to know that submitting sales reports is not just as an exercise in futility.

### **Quick Sales Recruiting Tip - The Ideal Sales Candidate**

Before you place a job ad and start to interview candidates, ask yourself if you know exactly what you are looking for. What are the sales skills required to be successful at selling your product? What are the personality traits of your top performers? Take the time to clearly define your perfect sales professionals so that you will recognize it when you see them. There is not one definition of the ideal sales candidate that fits everyone, but there is one definition that fits you!

### ***Aim Higher!***

For a free copy of our white paper "**How to Recruit The Best Sales Professionals**", visit our Download Centre at [www.b2bsalesconnections.com/download\\_centre.php](http://www.b2bsalesconnections.com/download_centre.php).

Do you need help with improving your team's sales results? I would be happy to help. [Click here](#) to find out how you can ask me directly in my Daily Conference Call. I look forward to helping you achieve your sales potential!

Regards,

Susan A. Enns, Managing Partner,  
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