

A RISING TIDE...



Attention Owners: Are you the Top Producing Sales Person in your Company?

If So, Why? A huge road block to growing the company is the owner being too involved in selling. Many owners like to gloat about their most recent conquer. While this may seem gratifying, it is equally a shame. If you are the top-producer in your company, I have a few questions for you:

Could your ego be getting in the way? We all love to reel in the big fish. Along the way, everyone enjoys the success of presenting and closing the deal. Think for a moment how free you could be if someone else were closing those sales? Imagine the feeling of *several* reps outselling you. If we could check our ego at the door, then we could sit back and encourage, reward, and recognize others for doing the same thing. Where could you take the business if your personal sales fell to *zero*, and your overall sales exploded among your sales staff?

Do your reps feel like they are competing against you? They may see you as bigger competition than the store down the street. If you were willing to let go and trust your sales staff with selling, they would soar to the moon! It sounds scary at first. However, it can be done if you are willing to let go and show them you are confident in their abilities.

Are you building a pipeline or carrying buckets? Taking the time to build a team who loves to win can allow

you more freedom. It gives you more time to manage your business. If you are carrying buckets, success is very high for the short term. When you build a pipeline, long-term success is within your grasp. The decision is up to you whether you want to keep the status quo or build your business around a superior, winning team.

What would you do with your time if you did not have to sell? The answer rests in where your talents are. If you like finances, the extra time could be spent negotiating terms with vendors, managing expenses, and creating long term wealth. If you enjoy operations, you set aside time to build a stronger operations team to support the sales process. We are all aware of the lack of qualified installation crews. Time could be spent on developing a stronger stable of qualified crews to support the growth of your sales team.

These are just a few ideas to help you build your company and develop more free time. I would love to hear some of your success stories. Feel free to email me at mketterman@gotyoufloored.com to share!



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Matt Ketterman opened for business out of his 1998 Honda Accord and has since created millions of dollars in net income. He operates a highly successful flooring company with nearly zero advertising. Matt can be reached at mketterman@gotyoufloored.com.