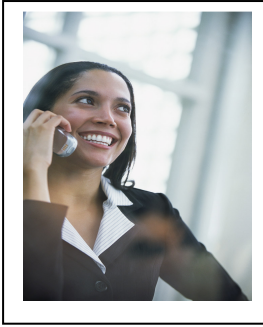


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Absolutely Sales

Conversations

"There is no such thing as failure. There are only results."
(Anthony Robbins)

Welcome to the latest edition of my monthly newsletter entitled '*Conversations*', aimed at providing thought-provoking articles and ideas for use in your own sales and management activities.

It's a difficult market out there –or so the newspaper and TV commentators would have you believe. (I'm sure some of them are in the business of spreading general gloom and doom by the way!). Nevertheless, irrespective of what market conditions are like for your business right now, **it's vital that we know how our people are performing** –and we're not just talking sales people here! Ideally we should have performance objectives and measures in place for all of our key personnel across the business, in order to ensure that the desired results are achieved.

So how can performance measurement work for your business? I thought it might be helpful to share some ideas with you.

Performance management -some thoughts...

Develop a process. Performance management should be a series of simple, sequential steps, from the initial discussion around an individual's objectives and plans, through to their formal performance review. Without the process, both the manager and individual will lose their focus.

Set clear objectives. Individuals should be very clear what is expected of them in their role, particularly in terms of the impact their activities will have on the business/their own performance. Objectives provide direction for a person –the 'route map' to success if you like.

Strive for effectiveness. Too often managers focus on *doing things right* instead of *doing the right things*. Are you an *efficiency* or *effectiveness* person? Remember, the right activities will lead to the right results!

Test for commitment. How committed are your people to meeting the objectives –a simple "yes" is not enough! And how clear are they on the consequences (for both them and the business), of them not achieving their objectives?

Get to know what your people are doing. Without getting into 'micro-management', how clear are you on what your people are doing today? Are they progressing with their objectives and adding value to the business in some way?

You know it makes sense! It is widely acknowledged that when staff have a clear direction and purpose, when they understand what is required of them and when they receive regular feedback, performance levels improve. This in turn increases job satisfaction and improves company performance.

Timing is everything. Every day you delay in implementing the performance management process potentially means that your people are lacking focus, getting involved in time-wasting activities and at best, producing average results. **So start today** –it will actually make your life easier, not harder!

Is your business suffering due to a lack of effective performance management? If so, simply email an outline of your current situation to training@absolutelysales.co.uk or if it can't wait, then give me a call on **07870 504849!**