



Welcome to Integrity Solutions Australia's Newsletter

You know, those of us in sales roles are facing unique challenges in this digital age. Indeed, we are in a highly commoditised age and, in some quarters, we're hearing that sales is a 'dead profession'.

"Just let the online tools handle our sales!"

For sure, there is some truth in this. Many transactional sales have been reduced to the internet. Sales and communication skills are being lost in a rush to data.

But, for many of us, the need to communicate with our customers, truly understand their needs and wants and deliver value to them has never been more acute. Particularly now as selling becomes more complex.

And, for our leaders, having the skill and will to coach your people in this changing world is no longer a 'nice to have' – it's key to success, attraction and retention.

Our goal is to share relevant information, resources and tools that will help you and your people build strong customer relationship and grow your revenues, without having to be someone they're not.

Welcome aboard.

Bob McCarthy

Accelerate your sales performance
with Integrity Selling

FACILITATOR-LED VIRTUAL SALES TRAINING PROGRAM
The Next Program Starts 24th July 2024

Integrity Solutions' open enrolment version of Integrity Selling® allows individual salespeople, consultants, advisors and small sales teams to fully experience this industry leading program.

Integrity Selling® is a comprehensive facilitator-led virtual sales training solution that has helped over 3 million sales and service professionals achieve improved sales performance, increased customer loyalty and professional growth. The program combines engaging digital learning and live facilitator-led instruction with time-phased real-world application, reinforcement and coaching to elevate skills and results.

[FIND OUT MORE](#)



Simply knowing how to sell, although necessary, doesn't in and of itself create sales winners. Our new eBook explores why simply 'teaching people to sell' doesn't work. To develop consistently top-performing salespeople, you have to understand the deeper reasons why people succeed and fail and then bring those key dimensions into alignment.

[DOWNLOAD EBOOK](#)



Top 20 Company for the 7th Year Running

We are honoured to have been named one of the Top Sales Training & Enablement Companies by [Training Industry](#) for the 7th consecutive year.

We were also named as a finalist in five categories this year at the [Stevie Awards](#) and we were awarded:

- Sales Training Practice of the Year- SILVER
- Sales Consulting Practice of the Year- BRONZE
- Ethics in Sales Award- GOLD
- Best New Sales Training Product of the Year- BRONZE
- Best Use of Thought Leadership in Sales- GOLD



Selling And Integrity – Can They Co-Exist?

I'm fairly certain that we'll all agree that the profession of selling has taken a hit these past few years. And it's not just the obvious culprits who are to blame – we're spoiled for choice when

looking for sectors who have suffered reputational damage. In recent years, we have endured a relentless series of scandals, an unending list from the consultancy sector to gambling to education to retail franchises and so on, all of which seem to be part of a sequence of ethical failures in our institutions.

Perhaps it's not that they've behaved poorly in certain times. They behave poorly; they just can't hide it when times are more challenging.

In fact, the truly ethical organisations within our society – the ones with a culture based on true customer service, integrity and moral courage, really do stand out. And if they don't stand out yet; watch this space – this is where their true competitive advantage lies.

Year on year, various reports and outlooks are published to explain that in highly competitive market conditions, the main way to gain and maintain sustained and profitable growth is through deeper customer relationships. It stands to reason that as economic conditions continue to change, the opportunity to thrive commercially exists in the way we interact with our customers and the value we bring to them.

So, how do we navigate these changing times and how can we differentiate ourselves in times such as these?

Firstly, allow me to be completely honest – operating [Integrity Solutions](#) in Australia, let me state that I rarely receive a call from a client or a prospective client to ask me how to sell with more Integrity. I do, however, regularly receive calls from those who wish to increase their sales and their market share – I just happen to believe that the best way to do this is to sell and service our customers with Integrity. Our clients' results testify to this fact.

Here are three keys that support a mindset of delivering value with every customer interaction:

1. Re-define Selling. It's not what they think it is.

Sales is a word that comes with plenty of baggage. It's often seen as someone who uses scripted techniques to manipulate people into buying things they may not want or need, all to satisfy their targets or KPIs. With that

image in mind, it's no wonder so many professionals can be completely put off by any suggestion their role involves selling.

Selling is simply identifying and filling needs, solving problems and creating value for customers. When you think of it like this, selling isn't something you do TO somebody, selling is something you do FOR and WITH someone.

2. Understand that attitudes and beliefs make all the difference.

A question if I may – thinking of your top performing people; what approximate ratio of their success would you attribute to the technical skills (product knowledge etc.) versus their mindset (values, motivation, confidence etc.)? Most people agree that the appropriate ratio of will/skill is 80/20.

Yet most training is entirely skills based!

Sales success is not achieved simply by selling to the same people, in the same way, as in the past. Sales training must address both the head and the heart.

3. Develop your people with the appropriate skills to practice needs-focused selling. Back these skills up with a flexible process for having an organised, sales conversation.

You can't just change the definition of selling and expect people to change their attitudes and beliefs. Make absolutely sure that the selling skills you ask your professionals to use are aligned with their values and beliefs. People will not do things that are out of alignment with their values.

Ethical sales professionals win on trust. Having an ethical sales culture means being overt, transparent and always keeping the needs of your customers at the forefront. Sales people can no longer be product sellers. They have to be problem solvers that understand their customers' unique situations and provide maximum value.

This difference makes all the difference!

Bob McCarthy



Sales Success Begins with You

You can't sell without listening to your customers—and yourself. In Listen to Sell, Integrity Solutions draws on decades of industry experience to reveal the conversations, mindset, and skillset needed to amplify your sales

confidence and bring purpose back to your customer relationships.

Whether you're an experienced sales executive who's hit a plateau, a sales manager looking to motivate your team, or a newer sales rep who just isn't sure they're cut out for sales, this book is your breakthrough.

You'll then learn how to hone your skillset—the daily tools and tactics that make or break sales—by creating a personal sales plan. Finally, you'll master human connection through sales conversations with your customers, and coaching conversations with yourself and your manager.

Listen to Sell is available on [Amazon](#) and in major book retailers.



Operating a Customer-Centric Yet Profitable Business

Can you have your cake and eat it too?

Right now, here in Australia, we are hearing new revelations almost every day about alleged malpractice in

some of the most important and long-established institutions in our economy and our society. Shock and horror stories populate our airwaves and stories of bad personal experiences are eagerly exchanged in public and in private.

There's much commentary on the rights and wrongs of the various issues, the causes and the cures. We read and hear of alleged poor client treatment, dishonest dealings with the regulatory authority and systemic cultural problems. Already we have seen some resignations at the highest level and we hear of possible significant changes to the way some of these institutions are allowed to operate.

How challenging it must be to work in these organisations when the alleged actions of very few have "painted everyone with the same brush".

Seeking to understand just how we have come to this situation, one often cited reason is that certain institutions have "put their partners'/shareholders'" demands ahead of their customers' needs" – indeed, many have said, even the needs of their employees come ahead of the needs of their customers. Somehow, it seems, the customer seems to matter less than the institutions and their owners.

Recognising that all organisations need to be commercially viable and generate a profit (surplus) I find myself asking – why does one have to benefit to the detriment of the other? Does it have to be one **OR** the other?

Isn't it more likely that every organisation will have a long-term profitable business, generating ongoing shareholder returns when it operates in a customer-centric way – i.e. when it acts in the best interests of its customers?

I guess it depends on whether you take the **long view** or you take a short view!

When an organisation is focussed only on simply achieving monthly/quarterly revenue goals (etc.) then its actions (behaviours) will reflect those goals. If, on the other hand, the organisation's goal is to develop a long-term relationship with their customer, their behaviours will reflect that goal. Furthermore, when an organisation's reward structure is based upon long term returns (one major element of which is customer retention) – behaviours will reflect that focus.

"The purpose of a business is to create and keep a customer" – so said Peter Drukker some time ago.

Despite the massive changes to everyone's business environment and the fact that the speed of this change will only accelerate into the future – this fact will remain and will, I believe, separate winners from losers, those who succeed and thrive from those who stumble.

Yes, we do need to focus on creating new customers but all that work might be to no avail if we can't keep that customer.

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