



Welcome to the October edition of Integrity Solution Australia's Newsletter.

This month we look at:

1. The Sales Leader as a Coach.
2. Mindset and Skillset – which contributes most to success?
3. Hiring and selecting the right Salespeople.
4. Wealth Adviser Annual Congress keynote presentations.
5. Thinking about 2025.
6. Reimagining Sales Performance.

Thanks,

Bob



The Sales Leader as a Coach

Building salespersons' confidence isn't a one-and-done proposition. It requires an ongoing commitment—by both the sales manager and the salesperson—to grow and evolve

those winning behaviours and skills.

Effective sales coaching is about developing people so that they are able to realise more of their potential, both for the achievement of their own goals and the organisational goals of their role.

Good sales coaching uses open, honest conversations to develop a person's awareness and clarity around what they are doing and why. It's about helping people transform any mindsets and beliefs that could be holding back their success.

Who will your superstars be in 2025?

Download this comprehensive Sales Coaching eBook which explores in depth:

- The current state of and approach to sales talent management and development,
- The business case for sales coaching,
- Common barriers to sales coaching,
- What GOOD sales coaching looks like and
- Steps to take effective action in your organisation

[Click here to download.](#)



Mindset and Skillset – which contributes most to success?

Another successful group of participants completed their Integrity Selling program this month and I was, once again, reminded that while skills matter hugely in sales, the single

biggest contributor to success is Mindset.

Sales success is more an issue of who you are and what you believe is possible than what you know.

Not only can mindset, motivation, and drive be developed and nurtured, but they must be if we want to improve sales performance and unleash the full potential of our people. This has always been the case, but against the backdrop of today's complex selling environment, it's never been more urgent.

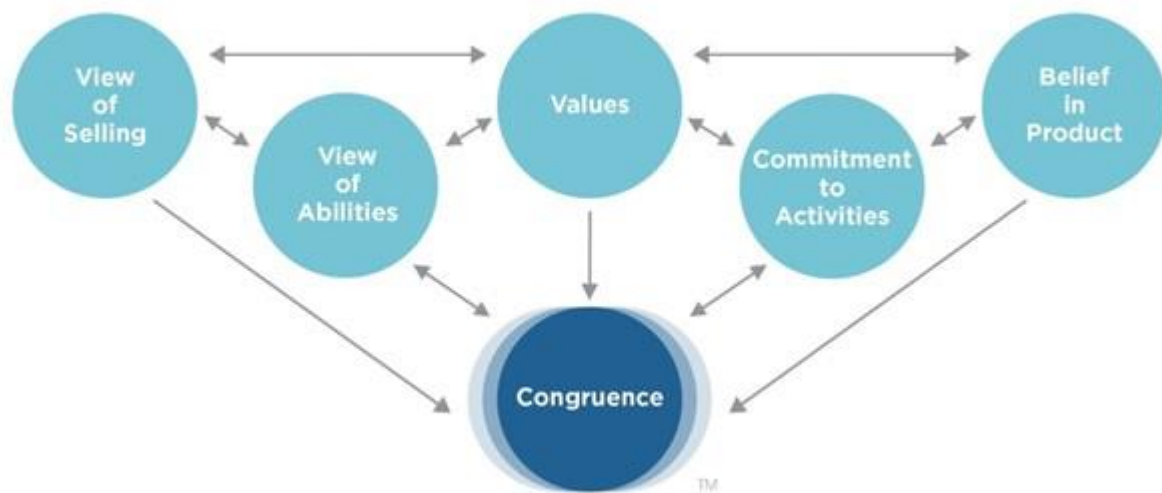
There are several key areas related to mindset that salespeople and their leaders should be focusing on as part of an overall sales performance, development and coaching strategy:

Self-Motivation Starts with Purpose: It may seem obvious or basic, but to be successful in sales, you need to convince people – and the first person you need to convince is yourself. The 'why' is your purpose; it's what motivates you to go out and do the things you need to do, day in and day out, to achieve your goals. Salespeople who aren't clear on why they're selling find it difficult to stay in the game when things get tough, and things do get tough in sales. Those emotional factors will heavily influence a person's commitment, resilience and, ultimately, their performance.

The Sales Conversations About Internal Beliefs: Every salesperson has hundreds of conversations with themselves daily that reflect what they believe about themselves and the world around them. This inner monologue is another facet of the emotional factors that impact decision-making, prioritisation, and sales performance, and it's constantly reinforcing beliefs that will affect a person's attitudes, behaviours, and engagement.

A Successful Sales Mindset is All About Alignment: Just as salespeople need to get clear on their purpose, they also need to tune in more closely to what their self-talk is telling them. Developing a more positive, productive mindset in any of these five areas is a step forward; the ideal scenario is getting them all in sync.

We developed the Sales Congruence Model to help salespeople listen to and recognise how their internal beliefs affect their overall performance and then take steps, through skills and mindset, to pull their beliefs into alignment.



That's why, in this month's graduation of Integrity Selling, many talked about the measurable sales results they achieved. But, smiles widened and emotions were amplified when people talked about the fact that they feel more confident now, have stronger self-belief and are much more motivated to grow their business.

You can be successful in sales without being someone you're not.



Hiring and selecting Salespeople

A natural tendency when recruiting salespeople is to focus on industry experience and/or past sales success. While these are important considerations, most managers estimate that 85% of sales success relates to internal drive and motivation. It is incumbent to ask questions that provide information about these mindset elements that contribute most to ongoing sales success.

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|-----------------------------|--------------------------|
| • View of Selling | • Achievement Drive |
| • View of Abilities | • Emotional Intelligence |
| • Values | • Goal Clarity |
| • Commitment to Activities | • Social Skills |
| • Belief in Product/Service | |

[Click here](#) to download Integrity Solutions' Hiring and Selection Guide, including sample questions to assist you in your hiring and selection process.



Wealth Adviser Annual Congress Keynote Presentations

Partnering with [Wealth Adviser](#), our MD Bob McCarthy will present two keynotes at this year's [New Horizons: Wealth Adviser Congress 2024](#).

Presenting alongside a treasure trove of industry experts and sporting icons, such as Michelle Payne, Hamish McLachlan and Shane Crawford, we look forward to making a positive impact in Hamilton Island.

We're honoured to have a strong relationship with WT Financial Group as they build the future of Quality Financial Advice in Australia.

Following Bob's keynotes at their NextGen conference in September, he reported:

You know what? Lots of organisations talk a good game about growing and maintaining a strong culture. You know, a culture that promotes their people's growth and supports them through the ups and downs of business and life. A culture where someone always has your back.

Because, neither business nor life is without its challenges.

Every once in a while you meet an organisation that really walks the talk.

[WT Financial Group \(ASX:WTL\)](#) invited me to present a few sessions at their NextGen conference in Glenworth Valley. "You'll be sleeping in a tent" they said, "it'll be cold and (maybe) wet" they said. Oh, and "there's lots of horse poo all over the place".

Not your normal conference.

Four days and three nights of workshops, networking, activities, great food and a fair share of the 'craic'. 60+ delegates arrived on Sunday with a healthy scepticism. 60+ travelled home on Wednesday a lot wiser, better connected and all fired up and with the absolute knowledge that they are fully supported as they grow their businesses.

The question "Will I be ok?" was emphatically answered with a resounding and very loud 'YES'.

Thank you WT Financial Group for having me at your NextGen Conference and, in particular, thank you to [Keith Cullen](#), [Frank Paul](#), [Sara Nelson](#), [Luisa Ractz](#), [Samantha Williams](#).

And to the 60+ I had the pleasure of working with as we meandered through horse poo – thank you!

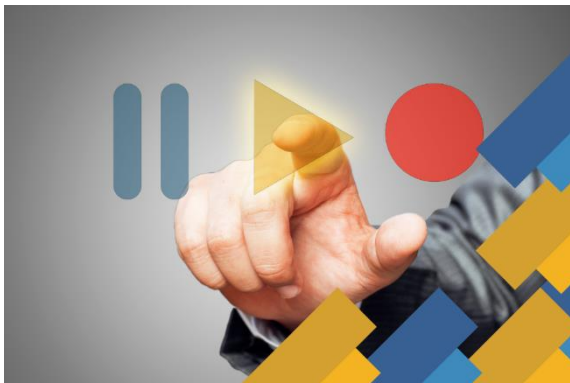


Thinking about 2025

Our final open/public Integrity Selling program of 2024 has already started.

We plan to start our first public program of 2025 on Wednesday 19th February. Please reach out if you'd like more information.

More details to follow.



Reimagining Sales Performance

We've all come a long way since those early days of not-so-engaging sales videos.

Video is the #1 way people want to consume content today, and at Integrity Solutions,

we're continuing to innovate.

Over the past 50 years, Integrity Solutions has supported over 1 million individuals in their journey to improved sales performance. During this period, we have evolved our learning experiences to better serve our customers, so you can better sell, serve, and coach to yours. Expectations of sales, service, and coaching professionals and their key stakeholders are changing. To excite and delight customers, user experience must be at the forefront of how products and services are designed.

To help you achieve your sales performance goals, we've [reimagined and improved](#) our videos and technology to support deeper, lasting skills development.

Not only is the content more contemporary and inclusive, we're also able to customise, translate, and update content regularly to ensure learning remains fresh, topical, and aligned with emerging best practices and accessibility standards.

Stay tuned for more on how we're reimagining the sales development experience to drive performance!

Download eBook



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](#)



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