



## *Business Wellbeing*



### **BUSINESS WELLBEING "Sales Health Check"**

**We've all been told how prudent it is to have our health checked regularly.** I am sure you and your family get a yearly check up and consult a Doctor or Specialist when you or they are not feeling well. **Have you considered a "health check" for your business.** Ask yourself, is my business running as effectively and efficiently as it could be? More specifically, is my Sales Team running like a well oiled machine, producing sales on a regular basis? **There are many parts of a business which make up the whole** and we all know that sales is an essential part of any business - without it - there is no functioning business or organisation.

**Without sales the administration area has nothing to administer, the finance department can't produce an invoice, manufacturing will be over-run with product, delivery services have nothing to deliver, the servicing department has nothing to service etc etc - I am sure you get the point.**

**To fully support the sales function a sales based culture is essential.** Has it occurred to you that without a sales culture (with supporting administration) that it's highly unlikely that you will have an efficient and effective sales team? **You would be absolutely amazed at the difference it makes to an organisation to have a sales based culture.** These days political correctness can stand in the way of a successful sales culture. We tend to hold onto old ideas about how a business needs to be rather than exploring new ideas.

**To get a sales based culture it is very simple. Just put the [customer or client needs](#) ahead of all else. If we just ask ourselves how will this work best for the customer and the put that into place - voila - you have a sales based culture.** Easier said than done you say?

**Remember that we at TISI are here to assist you with any of your needs when it comes to bringing a sales culture into your business.** Take the time to [visit our Library](#) - read - study - implement.

So this week, the only thing you need to think about is - **how would your customers & clients like things to be. With this thought process you will go a long and profitable way.**

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