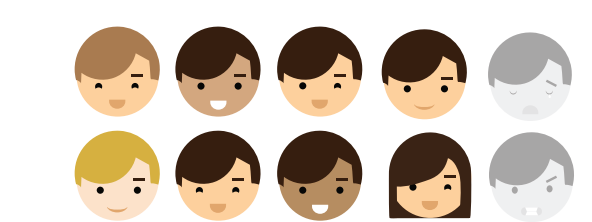


# Got the Wow?

SEE HOW DISENGAGED FINANCIAL SALESPEOPLE CAN LOWER COMPANY GROWTH

BRENT HAD A SALES AND INCENTIVES MEETING. HE ONLY MADE A FEW CHANGES THIS YEAR BASED ON FEEDBACK FROM LAST YEAR'S SALESPEOPLE. WAS IT ENOUGH? LET'S TAKE A CLOSER LOOK.



companies say they provide a superior experience to customers.



customers say they had a superior experience.<sup>1</sup>

BRENT THOUGHT HE COVERED ALL THE INS AND OUTS TO MAKE SURE THINGS WERE PERFECT.

But, the salespeople felt it was lackluster.

DISENGAGED SALESPEOPLE PERFORM UP TO

20%

worse than their engaged counterparts.<sup>2</sup>

DISENGAGED SALESPEOPLE TYPICALLY GENERATE LESS REVENUE

BLAH. BLAH. BLAH.

BECAUSE BRENT'S SALES TEAMS WERE NOT IMPRESSED, THEY WERE DEBBIE DOWNERS -and sales were down. Way, way down.

DISENGAGEMENT brings an average

9% = 3%

DROP IN EFFORT

DROP IN SALES PRODUCTIVITY.<sup>2</sup>

BRENT THOUGHT EVERYONE INVOLVED WAS LOYAL TO THE END. The salespeople's lack of motivation looked bad on Brent, and the company. Bad Brent.

ONLY 30% OF SALESPEOPLE report a high intent to stay with the organization.<sup>2</sup>

## MORAL OF THE STORY:

Not focusing on the entire Wow experience can result in a loss in sales, which puts your company at risk and you in a bad position.

DON'T BE A BRENT. BE A WOWMAKER.

<sup>1</sup> Source: Bain & Company

<sup>2</sup> Source: CEB. "2013 Global Labor Markets Survey." 2013