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.

Because Brent’s sales teams were not impressed, they were Debbie downers—and sales were down. Way, way down.

Brent thought everyone involved was loyal to the end. The salespeople’s lack of motivation looked bad on Brent, and the company. Bad Brent.

DISENGAGED SALESPeople typically generate less revenue.

Disengaged salespeople perform up to 20% worse than their engaged counterparts.

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Disengagement brings an average 9% drop in effort and 3% drop in sales productivity.

Only 30% of salespeople report a high intent to stay with the organization.

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.