



Sales Health Alliance

The “Wendy Rhoades” Program

Help Me - My Sales Team Is Underperforming

More sales teams today are missing target than ever before, which means sales leaders are facing *extreme pressure to quickly diagnose and resolve performance related issues*.

The problem is traditional performance management tactics like incentives, SPIFFs and performance improvement plans don't work long-term because underlying issues remain.

Why Is My Sales Team Underperforming?

Data from the [2022 State Of Mental Health In Sales report](#) helped highlight some of these underlying performance issues that leaders are missing in their current approach:

1. More than 3 in 5 (63%) sellers are struggling with their mental health.
2. 79% of salespeople describe their stress levels as *stressed or highly stressed*.
3. 65% of sellers are not sleeping well (*insomnia, difficulty sleeping or restless sleep*).
4. 66% of sellers are feeling *always tired or more tired than usual*.

Without insight into the well-being of their team and factors impacting their health, sales leaders will never be able to correctly diagnose root causes of performance related issues.

The short video below explains how leaders can change their approach to managing sales performance and how this program will help your team perform better.





How The Program Works:

Sales Team Initial Diagnostic

- Anonymous diagnostic survey capturing data on 28 metrics.
- Individual metrics (food, sleep, optimism, mental health, etc.)
- Team metrics (recognition, goals, culture, load, etc.)

Manager 1-on-1s

- Data analysis on underlying team performance issues for managers.
- Individual 1-on-1s with each manager.
- Custom built action plans for each manager to start addressing key issues impacting sales performance.

Custom Session #1

- Custom built session (1 hour) to equip sellers and leaders with practical strategies to improve areas of stress-management, mindset, sleep and mental health.
- Sessions built using the diagnostic data to address core issues identified.

Anonymous Mailbag

- Introduction of anonymous mailbag so leaders and sellers can submit top of mind questions they're struggling with to help guide future session creation.
- Examples: *How do I navigate failure? What can I do to stay more motivated?*

Custom Session #2 and #3

- Custom built sessions (45 minutes each) to equip sellers and leaders with practical strategies to improve areas of stress-management, mindset, sleep and mental health.
- Sessions built using the diagnostic data to address core issues, in addition to questions submitted through the mailbag form.

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Sales Team Final Diagnostic

- Anonymous diagnostic survey capturing data on 28 metrics.
- Individual metrics (food, sleep, optimism, mental health, etc.)
- Team metrics (recognition, goals, culture, load, etc.)



Final Manager 1-on-1s

- Data analysis on underlying performance issues for managers.
- Individual 1-on-1s with each manager.
- Custom built action plans for each manager to continue addressing key issues impacting sales performance.

Total Time Commitment: ~ 90 days

Email jeff@saleshealthalliance.com for Pricing Information.

Delivered by [Jeff Riseley](#) - Founder of [Sales Health Alliance](#) and Author of *Stress Less, Sell More*, in partnership with [LEON](#).

