

28 Days to a Motivated, Engaged, & Excellent Sales Team

Have your company's sales fallen or flat lined? Chances are that the problem is not what you'd expect. As the leader of your sales team, the bucks stop – and start! – with you. So if you find yourself in a place where your sales team isn't hitting their numbers, here is a daily action calendar to get your sales back on track.





Week 1

Sunday:

Prepare for the week ahead by reviewing your vision and your annual, quarterly, monthly, and weekly goals.

Monday:

Send a message to your team sharing your vision, values, and goals. Before you hit send, pause to make sure your goals are aligned with your vision and values!

Tuesday:

Invite your team to write out their vision and share it with you. Be sure they include how that vision aligns with their personal and company goals.

Wednesday:

Check in with each member of your sales team to see how you can better support them to achieve *their* goals.

Thursday:

Write down your weekly “win” – one thing that is working or one thing you’re proud of -- and send it to your team.

Friday:

Complete week in review. Identify what worked well and what could have worked better.

Week 2

Sunday:

Prepare for the week ahead by reviewing the team pipeline and identifying areas where the team can make adjustments or where you can help the team move deals to the finish line.

Monday:

Ask yourself where you as the leader can improve. Identify a class or resource that can help strengthen that area.

Tuesday:

Schedule 1:1 coaching calls with each team member – don't wait until there's an issue to provide coaching, feedback & support to your team members.

Wednesday:

Catch a team member "in the act" of doing something great – and tell them exactly what's so great about what they did. Let them know what you found most pleasing about their work.

Thursday:

Record or draft your weekly "win" message and send it to your team.

Friday:

Complete week in review. Identify what worked well and what could have worked better.

Week 3

Sunday:

Prepare for the week ahead by reviewing team member performance and results for the month. Pay special attention to Key Performance Indicators.

Monday:

Review compensation or team recognition and adjust accordingly (remember to consider things such as time off, public recognition, opportunities for leadership, etc. and how you can reward your team)

Tuesday:

Encourage your sales team to track their daily wins – they can use a tool such as the [Courage Diary](#)

Wednesday:

Hold team meeting to review team progress for the month and prepare strategy to end the month strong.

Thursday:

Record or draft your weekly “win” message & send it to your team

Friday:

Complete week in review. Identify what worked well and what could have worked better.

Week 4

Sunday:

Prepare for the week ahead by reviewing client testimonials and success stories.

Monday:

Share a client success story with the team – demonstrate and remind your team how their work (the product or service they sell) makes a difference in people’s lives.

Tuesday:

Review team member performance and determine the team member who will be acknowledged on “appreciation day.” The purpose of appreciation day is to make appreciation a part of your sales culture. Note: the person you pick does not have to have the best sales for the month.

Wednesday:

Schedule monthly “appreciation day” for a standout team member, and acknowledge them for their good work. This could look like: time off, a handwritten note or treating them to lunch – remember, the goal is to make appreciation part of your sales culture.

Thursday:

Record or draft your weekly “win” message & send it to your team.

Friday:

Complete week in review. Identify what worked well and what could have worked better.

Remember: we are all learning together as we go, and it’s these small, daily improvements that add up to bigger and bigger wins – and results.