

A sales hare can still thrive in a tortoise culture

You've heard the phrase "slow and steady wins the race." That may be good advice for a box turtle racing a rabbit, but for a salesperson known for decisiveness and drive, it is a poison pill.



MANAGING PERFORMANCE

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If you are interested in making headway in the world while everyone around you is bent on sticking with the established sales niche, your work style may be incongruous with your work environment.

Such disconnects between an established group culture and individual behavior styles can result in a challenging environment in which to work. To make the best of a difficult situation, boost your numbers and advance your career, you must first understand the culture - and then leverage its strengths while working within its constraints.

For the highly driven, a slow-and-steady company culture is downright disturbing.

Cooperation and team focus may work to your advantage, but the discouragement of innovation and change will prevent you from achieving your desired results.

It can be difficult to work within a company culture that moves at a tortoise's pace.

"This is the way we've always done it" applies in some cases, but thought of slow-and-steady may evoke images of the Model T.

So take your strengths and use them to fill in the gaps you see in your company's culture. You want to be a complement to your company's sales model, not a fly in the ointment.

For example, if you are more likely to land clients by making bold decisions and taking risks,

you may find resistance within a "slow and steady" culture. Still, your style can have a place in that environment, if you can play nice.

That means you need to be patient, abandon any abrupt or gruff demeanor, and recognize the soccer game of a co-worker's child may take priority over your new sales initiative.

You will benefit the organization through your willingness to take risks that others avoid. You will be successful if you can show the team how your approach will benefit everyone, not just you.

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Members of a slow-and-steady culture rely on cooperation, loyalty and humility. They like to include everyone in decisions and victories. Their natural approach is to support each other and rely on systematic methods. Polite, tactful behavior is key.

If you are able to pursue your sales strategies with those characteristics in mind, you will be able to function well within the work culture and improve your sales at the same time.

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