The Rule of 3

Follow the Rules of 3 to create a high performance sales team.

According to Wikipedia The Rule of 3 is a writing principle that suggests things that come in threes are inherently funnier, more satisfying or more effective than any other number of things.

A series of three often creates a progression in which tension is created, built up, and finally released. Follow these Rules of 3 to create a high performance sales team.

Sales Huddle Energizer

Ask each seller to concentrate on these 3 things:

1. What are the 3 things you need to accomplish this month to meet sales quota?
2. What are the 3 actions you will take this week that moves you closer to accomplishing the 3 things?
3. What are 3 actions you are going to take today?

When your sellers accomplish 3 actions each day, even when other challenges, obstacles or crisis arrive, they will be staying on task to meet the quarterly sales quota.

Bonus options to consider:
As we enter a new week ask. . .

1. What do you want?
2. Are you getting it?
3. What needs to change within your control so that you are?

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