



4 Moves High-Performing Sales Teams Get Right

HOW TO BUILD A SALES TEAM THAT DELIVERS CONSISTENTLY, NOT OCCASIONALLY

Sales results rarely fail because of effort. They fail because teams are built on instinct instead of insight.

Across industries, the strongest sales teams share a few predictable habits. They hire deliberately. They develop deliberately. And they understand what actually drives performance.

Here are four moves high-performing sales teams consistently get right and how to start applying them.





Hire and develop people wired to perform

Strong sales teams are built around people who bring drive, resilience, and personal accountability to the role. Experience matters, but it is not enough on its own.

Top performers also tend to show:

- A strong need to achieve
- Comfort with targets and accountability
- Planning and follow-through
- Resilience when deals stall

Not everyone in the team needs to be ultra-competitive, but without enough performance-driven people, momentum drops quickly.

Where leaders can start:

- Look beyond CVs when hiring and identify drive and resilience early
- Coach structure and planning, not just activity
- Support reps to manage pipelines and priorities more deliberately

Where assessment helps:

Behavioural assessments make performance drivers visible and measurable. This helps you hire for them and develop them once people are in role.



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Move

Balance experience with long-term potential

Hiring purely for experience can feel safe, but experience mainly predicts how quickly someone starts – it does not always predict how far they will go.

High-performing teams look for:

- Learning agility
- Adaptability
- Coachability
- Openness to feedback

These characteristics often determine whether someone continues to improve or plateaus.

Where leaders can start:

- When hiring, ask: Will this person still be improving in two years?
- Identify who in your current team has untapped potential
- Tailor development based on individual strengths and gaps

Where assessment helps:

Objective insight highlights both capability and potential. This allows you to invest development effort where it will have the greatest impact.



Move

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Build the right mix of selling styles

Not every salesperson needs the same strengths, but high-performing teams are deliberate about having the right mix.

Depending on your sales cycle, you may need:

- Strong prospectors
- Relationship builders
- Consultative problem-solvers
- Confident closers

Teams that skew too heavily toward one style often struggle, particularly in complex or longer sales cycles.

Solution-focused selling relies on:

- Curiosity
- Listening
- Commercial thinking
- Collaboration

If no one in the team excels in these areas, deals are harder to progress.

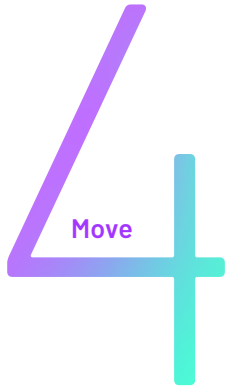
Where leaders can start:

- Map your current team's strengths
- Identify gaps in consultative or relationship capability
- Pair complementary sellers where possible
- Hire to strengthen the overall mix, not just replace individuals

Where assessment helps:

Assessment data provides a clear view of team capability. It shows whether you have the balance needed for your sales model and where development should focus.





Coach using real insight, not guesswork

The strongest sales teams do not just train more - they coach better.

High-performing organisations:

- Coach regularly
- Personalise development
- Focus on the behaviours that drive results

Many managers want to coach more but lack clear direction on where to focus.

Where leaders can start:

- Build short, regular coaching sessions into the weekly rhythm
- Focus on specific behaviours, not general feedback
- Use real deals and calls as coaching material

Where assessment helps:

Assessment insights provide managers with a shared language and clear development priorities. This makes coaching more targeted and effective.

Bringing it together

Sales teams that deliver consistently are not built around one star performer - they are built through deliberate decisions about who to hire, how to develop them, and how the team works together.

The most effective organisations:

- Hire for both capability and potential
- Develop people with intention
- Build balanced teams
- Coach using objective insight

This reduces performance risk and makes results more predictable.

How Talogy supports sales teams

Talogy partners with organisations across the world to assess and develop sales capability, from hiring through to leadership development.

Our sales-focused solutions help organisations:

- Identify performance drivers early
- Build stronger, more balanced teams
- Focus development where it matters most
- Support managers to coach more effectively

Explore how we help build sales teams that deliver.

[Learn more](#)

Developing Sales Team Excellence 

