

Why company culture matters in sales



Sales is the lifeblood of any business. In fact, it's been said that if you don't have sales, you don't have a business. But there is something even more important than sales — company culture. Think of it as your company's operating system. If the programming is bad, it could lead to a shutdown

Only **28%**

Only 28% of executives understand their company's culture.



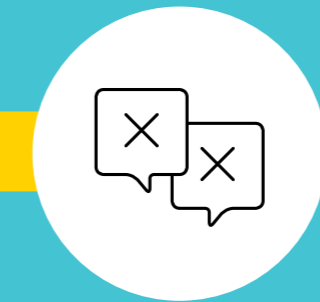
SIGNS IT'S BAD



Staff turnover is high.



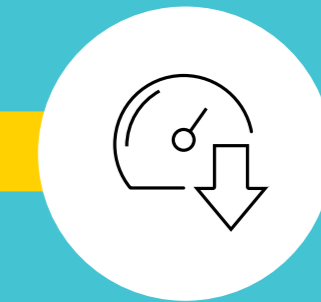
Gossip reigns.



Communication is poor.



There's constant conflict.



Growth is slow.



WHY IT MATTERS



Your sales team is often the first port of call.



First impressions last.



A bad sales experience can ruin your reputation.



A poor company culture will inhibit sales growth.



Company culture affects the entire business.



The solution

As a leader, you need to lead by example and live your company culture. To get your sales team on board, map out your culture in a way that's easy to understand. We can help you simplify and explain your culture through visual tools like infographics, videos, and presentations.



Book a complimentary discovery call

Find out how we can help you grow your business in 2023. Drop us an email on hello@weexplainstuff.com
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