

SIA LIVE COACHING SESSION

Challenging Your Champion

Qualifying on Culture

Identifying a strong culture fit early can lead to smooth progress through the pipeline, resulting in a lasting business relationship. Ignoring a poor culture fit can lead to fewer conversions, unaligned expectations, and signs of pipeline stagnation like no shows meetings, fewer proposal responses, and a general sense of time wasted.

WHAT WE PRACTICED IN THIS SESSION

In this session, we covered methods used to identify what makes for a good culture fit, how to spot red-flags, and knowing when to disqualify a candidate if they are a poor culture fit.

HOW TO REINFORCE APPLICATION

Below are a series of tips and tricks to help ensure your reps are “Qualifying on Culture” effectively:

- **Clearly Define and Communicate Culture:** Sales reps need a clear understanding of what cultural alignment means within the context of the organization. Ensure that the company's values, mission, and culture are clearly defined and communicated to your team.
- **Incorporate Culture Fit Criteria into Qualification Processes:** Integrate culture fit criteria into the opportunity qualification processes. Develop a set of questions or considerations that sales reps can use to assess whether a prospect aligns with your company's culture.
- **Listen to the team's calls/demos:** Make sure they're implementing the framework into their conversations and identifying the best cultural fit prospects. Ensure they're challenging customers and disqualifying those who aren't a fit.
- **Review Pipelines for Culture Fit:** Ask reps why prospects and opportunities in their pipeline are a good fit for your organization. Why are you aligned? What problems do they care are about?
- **Lead by Example:** Showcase how you, as a sales manager, prioritize and value cultural alignment in your interactions with clients and team members.
- **Monitor Customer Satisfaction and Retention:** Work with Customer Success to tie customer satisfaction and retention metrics back to the initial culture fit assessment. Use these outcomes as evidence of the impact of cultural alignment on long-term success.

HOW TO TRACK IMPACT

Here are ways to monitor the impact of this training on your reps performance in the field:

- **WIN/LOSS ANALYSIS:** Often the volume of opportunities will reduce when culture qualification is successfully implemented. This will then result in an increased WIN rate as reps have fewer opportunities but close at a higher percentage.
- **CONVERSION RATE:** A prospect who aligns well with your company culture is more likely to convert into a customer, which can positively impact your conversion rate.
- **TIME-TO-CLOSE:** Improved communication and understanding of shared values can streamline the decision-making process, potentially reducing the time it takes to close deals.
- **NPS:** An increase in culturally aligned customers may increase your NPS as they're more likely to be promoters and recommend your business to others.
- **FORECAST ACCURACY:** With a better fit between prospects' values and your solutions, forecasting accuracy may improve as you can anticipate their decisions more accurately.

LEVERAGING THIS SESSION TO COACH YOUR REPS

- As a manager on the SIA platform, **you have access to video clips of your reps' practice round and coach feedback from this session. Click here for a [quick video walk thru](#) demonstrating where you can access these clips**