

SKILL SPRING PULSE

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NEWSLETTER



APRIL '26

FACILITATOR THOUGHT

YOUR SALES TEAM ISN'T UNDERPERFORMING — IT'S MISFOCUSED.

By: Clayton D'souza

(Global Expert in Building High-Performance Leaders)

In one of my recent engagements, I worked with a sales team putting in strong effort but struggling with conversions. Their **pipelines were full, yet results were inconsistent.**

A clear pattern emerged, they were chasing nearly every opportunity that came their way. Very little qualification was happening. This shifted our discussion from "How do we sell better?" to "Whom should we stop selling to?"

We introduced a structured qualification approach, helping the team ask sharper questions and focus on the right prospects. Managers shifted from reviewing numbers to coaching better sales decisions.

Another key change - moving from pitching to storytelling. Instead of explaining products, the team began sharing relevant experiences and insights to build trust. Because buyers today don't just buy products. They buy confidence, trust and connection.

Within weeks, conversations became more meaningful, confidence improved and **conversions followed.**

SALES SUCCESS ISN'T JUST ABOUT EFFORT!

IT'S ABOUT FOCUS, TRUST & MEANINGFUL ENGAGEMENT.

Founder's Perspective – By Gaurav Mahajan, Co-Founder & CEO



STOP SELLING -> START LISTENING.

- 50-70% of sales pipelines are filled with low-probability deals
- Only 13% of buyers feel salespeople truly understand their needs
- 67% of lost deals happen due to poor qualification

The problem is not effort. It is misdirected effort.

Listening helps **uncover customer needs, challenges and priorities** giving salespeople the context needed to offer relevant solutions.

When teams focus on understanding before pitching, conversations become more consultative and trust-driven.

The best salespeople do not rush to convince. They ask thoughtful questions, listen actively and respond with relevance.

Because **GREAT SALES IS NOT ABOUT TALKING THE MOST, IT IS ABOUT UNDERSTANDING THE MOST.**

When sales professionals stop trying to "sell" and start trying to understand, they shift from being **"just a Vendors"** to **"Trusted Consultants"**.

And in today's market, trust is often the biggest differentiator.

TRENDING IN L&D

3 SALES CAPABILITY TRENDS EVERY LEADER SHOULD WATCH IN 2026

74% of B2B buyers choose the sales rep who adds the most value, not the lowest price resulting in shifting the game from selling to insight.

1. Buyers Don't Need Sellers, They Need Sense-Makers:

In a world of too much information, customers value reps who simplify complexity, clarify choices and guide decisions—not just push products.

2. Deal Navigation is Becoming a Core Skill:

With multiple stakeholders involved, winning deals now depends on managing complexity, mapping decision-makers and driving consensus.

3. Speed of Follow-Up is a Competitive Advantage:

Response time and momentum are directly impacting conversions—teams that move faster, close faster.

How teams are adapting:

Building skills in insight creation, stakeholder mapping and deal momentum management.

* UPCOMING EVENTS

Live Webinar (April 30, 2026)

Topic: Sales Excellence & Capability.

Discover why sales efforts fail and how to build stronger sales capability.

[Read More..](#)

* PRODUCT SPOTLIGHT

Launched a **NO COST | AI-Driven Diagnostic Tool** to identify capability gaps across **POSH Compliance.**

A clear view (data-backed) of team gaps and priorities.

Click the link to try the tool or mail us to **book your demo.**

[Tool Link](#)

* COMMUNITY CORNER

LIVE Panel Discussion On AI

Skill Spring recently hosted a LinkedIn Live panel with **6 expert speakers.**

TOPIC: How AI is Transforming the Future of L&D.

Key takeaway: Current/emerging trends & how can leaders use AI in their L&D plan.

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