

# Sales Engagement Red Flags

## **Performance**

- **Sales Attainment** – A recent pattern of declining sales performance or missed targets
- **Sales Activity** – Weekly client call or visit numbers consistently missing target
- **Inconsistent Performance** – Recent spikes and valleys in either attainment or activity
- **Absenteeism** – Missed time that is out of character. Ex: using all sick days in the first quarter

## **Drive or Discretionary Effort**

- **Pattern of Delays** – Out of character delays in returning calls, texts, emails, etc.
- **Invisibility** – Difficult to locate during work hours – Often away from desk, phone goes to voicemail or other uncharacteristic activities that avoid connection and communication.
- **Erratic Working Hours** – Sudden change to start or end work times. Ex: starting at 5AM or ending at 9PM when they have always worked 8AM to 5PM.
- **Unpredictable Break Patterns** – Noticeable non-work “check-outs” that fall outside normal behaviours  
For Example: long lunches, extended social conversations or other unexplained distractions.
- **Reactive Versus Creative Behaviour** – Now wait for issues to develop versus their reliable behaviour of proactively working on solutions to avoid potential issues.

## **Team Dynamics**

- **Active Participation** – A noticeable decline in meeting or group activity participation
- **Team Member Feedback** – A change in teammate’s feedback regarding the employee
- **Deflection of Personal Responsibility** – Recent losses or mistakes now blamed on others
- **Shift From Leader to Follower** – Normally a leader for the group, they have shifted to a follower
- **Assumption of Intention** – Recently express a negative approach to other’s intentions
- **Avoidance** – Noticeable slow erosion of contact with leaders or fellow teammates
- **Jealousy** – Subtle or overt signs of envy towards their teammate’s success
- **Doubt in Mission or Goals** – An obvious new lack of confidence in the group’s mission

## **Customer Focus**

- **Positive Customer Feedback** - Has stalled or is declining in customer surveys or verbal feedback
- **Feedback Regarding Customers** - No longer shares critical insights on their customers
- **Avoidance** – Shift to Admin Focus – A new focus on admin functions to avoid customers
- **Deflection of Blame to the Customer** – A tendency to now blame customers for performance

## **Other External Red Flags**

- **Social Media Posts** – Recent posts or reposts on LinkedIn that are highly critical. For example: reposting an article on “5 Signs Your Manager Doesn’t Care About Your Career” or reposting more subtle articles “Is It Time to Start Looking at New Career Opportunities”
- **Possible Issues at Home** - Distractions at home that are negatively affecting work performance. Early Detection and support on these issues can help engage and retain your best people.