

Look to legacy to boost your sales

What makes a successful team? Nina Lovatt, director of HT Training & Coaching (pictured below, left), shares her tips for creating a team legacy

It's no secret that the success or otherwise of any agency is dependent on sales - and sales depend on people!

Travel businesses invariably provide product and sales training for frontline agents - vital for a sector where the customer is likely to be product-savvy - but what else can be done to increase agency performance and success? I believe that answer lies in creating an inspiring and enduring team legacy.

Creating a team legacy helps people become more productive while enabling an organisation to develop leadership potential, motivate and retain talent and make the company more agile. We work with clients such as CTMS Travel, Corinthia Hotels, Belmond Le Manoir aux Quat'Saisons, Manchester Ltd and the Grass Roots Group to develop team potential, often using the highly-acclaimed Insights Deeper Discovery training framework and have seen transformational performance results.

Here are three top tips to consider when creating a lasting and inspiring team legacy.

Step 1: Start with the end in mind!

As the old adage goes, if you don't know where you're going, any route will take you there - hardly a recipe for commercial success! Taking into account customers, suppliers and colleagues, consider:

- What does our team want to be remembered for?
- What imprint do we want to leave behind?



■ What legacy do we want to leave as a team?

As an example, your agency may wish to become the foremost expert in your region for travel to Latin America, family activity holidays, long-haul business travel - the choice and opportunities are endless. Whatever you choose, it is important everyone from the general manager to frontline sales staff and even your website developer are onboard to make it happen.

Step 2: How close are we to achieving this legacy?

This takes some good, honest analysis that looks at tangible facts such as product, sales figures, customer profiling and online presence, as well as other factors such as team dynamics, skillsets and roles and responsibilities. Once a legacy vision has been identified, it's important that each team member can recognise his or her own role, aspirations and contribution to the cause.

Step 3: What do we need to do to achieve the team legacy?

This is the exciting bit! Your legacy may have been created based on the customer base you already have or something that will appeal to a completely new customer profile. The team needs to map out the route to achieve the team legacy, encompassing any individual and team professional development required. In an industry that's as much fun as travel, not only will team members develop new expertise, chances are it may include a fun trip to become an expert on a great new destination or resort.

Creating a team legacy injects energy and a new perspective into an organisation. Insights Deeper Discovery can be a one-day solution, however, we recommend that is delivered as a three-day programme over several weeks.



INTRODUCING 'ARCHETYPES'

Building on Insights Discovery's four-colour model, Insights Deeper Discovery introduces 72 "Archetypes" which enable individuals or teams to gain a deeper understanding of themselves, exploring their unique combinations of the Jungian attitudinal functions:

- Introvert and extrovert
- Thinking and feeling
- Sensing and intuition

Participants complete an evaluator questionnaire and receive a 13-page personality profile that identifies potential hopes, fears and legacy aspirations. A series of "Archetypes" are attributed providing an indication of who we are, our purpose and our potential.

Examples of "Archetypes" are:

- **Lover:** through an intense inner feeling, trusts that we are all connected by some deeper link
- **Entertainer:** is outgoing and fun with the ability to spontaneously improvise
- **Warrior:** is driven to achieve, completing tasks with an organised hands-on approach
- **Judge:** weighs the facts to seek an objective judgement based on the truth, then considers past decisions and precedent.

The tool works effectively for team training and is ideal for addressing business challenges such as engaging your team, developing leadership potential, productivity, motivating and retaining talent, and organisational resilience and agility. To find out more, email nina@htraining.co.uk