The Five Leadership Practices that IMPROVE SALES SUCCESS
A Research-Based Approach to Selling
Jim Kouzes, Barry Posner, and Deb Calvert
Our groundbreaking research with more than 500 B2B buyers provides a behavioral blueprint you can follow to book more meetings and close more sales.
How do we know what behaviors buyers want to see from you?

We asked them.
Buyers want you to abandon sales-y behaviors—that stereotypical fast-talking, high-pressure, know-it-all attitude—and replace them with leadership behaviors.
Buyers want you to lead them to an ideal place, and when you align your behavior to their preferences, buyers will respond favorably.
In our research, we found that shifts in buyer demands directly correspond to the evidence-based leadership framework Jim and Barry have developed through more than thirty years of research: The Five Practices of Exemplary Leadership®.
The Five Practices
Buyer Preference:

**Trust**—without it there will be no sale
Buyers prefer when sellers Model the Way.

Buyers determine your trustworthiness by observing how you behave. You must clarify your values and set the example by demonstrating credibility, reliability, and relatability. Consistency comes from knowing your own values and aligning your actions with them.
Buyer Preference: Customized solutions
Help buyers envision the future by enlisting them in a common vision and appealing to shared aspirations. A vision that you co-create with your buyers will be exciting and ennobling, mobilizing buyers to act.
Buyer Preference:

Innovative sellers who can recognize opportunities
Innovation and change involve searching for opportunities and experimenting and taking risks. Create a climate for challenging the business-as-usual thinking. Seek opportunities to learn and grow.
Buyer Preference:
Two-way dialogue and direct involvement in decision-making
Buyers prefer when sellers Enable Others to Act.

Foster collaboration by building trust and facilitating relationships. Find ways to engage every influencer and strengthen others by increasing self-determination and developing competence. Buyers are more likely to give it their all when they feel trusted, informed, and empowered.
Buyer Preference: Meaningful connections with sellers
Recognize contributions by showing appreciation for individual excellence. This applies to your buyers and their extended teams, and to your internal team as well. And celebrate the values and the victories.

It can be formal or informal, one-on-one or in group settings, simple or grand, but it keeps your buyers feeling good about the work you’re doing together.
The results of our research are eye-opening and buyers in our study left little room for doubt.

Buyers want sellers to demonstrate leadership.
Leadership is about relationships, credibility, passion, and conviction, and, ultimately, about what you do with buyers.
Leadership is an observable pattern of practices and behaviors, a definable set of skills and abilities—and like any skill, it can be learned.

Your buyers want you to learn how to lead.
At this very moment you already have the capacity to lead. You already have buyers who want you to lead.

The remaining gap is yours to fill.
Get the blueprint to stop selling and start leading.

The Sales Evangelist listeners can save at wiley.com. Use code SSLSE at checkout.
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BARRY Z. POSNER, PHD, is the Accolti Endowed Professor of Leadership at the Leavey School of Business, Santa Clara University, where he served for twelve years as dean of the school.

Jim and Barry have been working together for more than 35 years, studying leaders and researching leadership. They are the coauthors of the bestselling book The Leadership Challenge and over a dozen other books on leadership.

DEB CALVERT is the founder of People First Productivity Solutions and The Sales Experts Channel, and author of one of HubSpot’s “Top 20 Most Highly Rated Sales Books of All Time.”