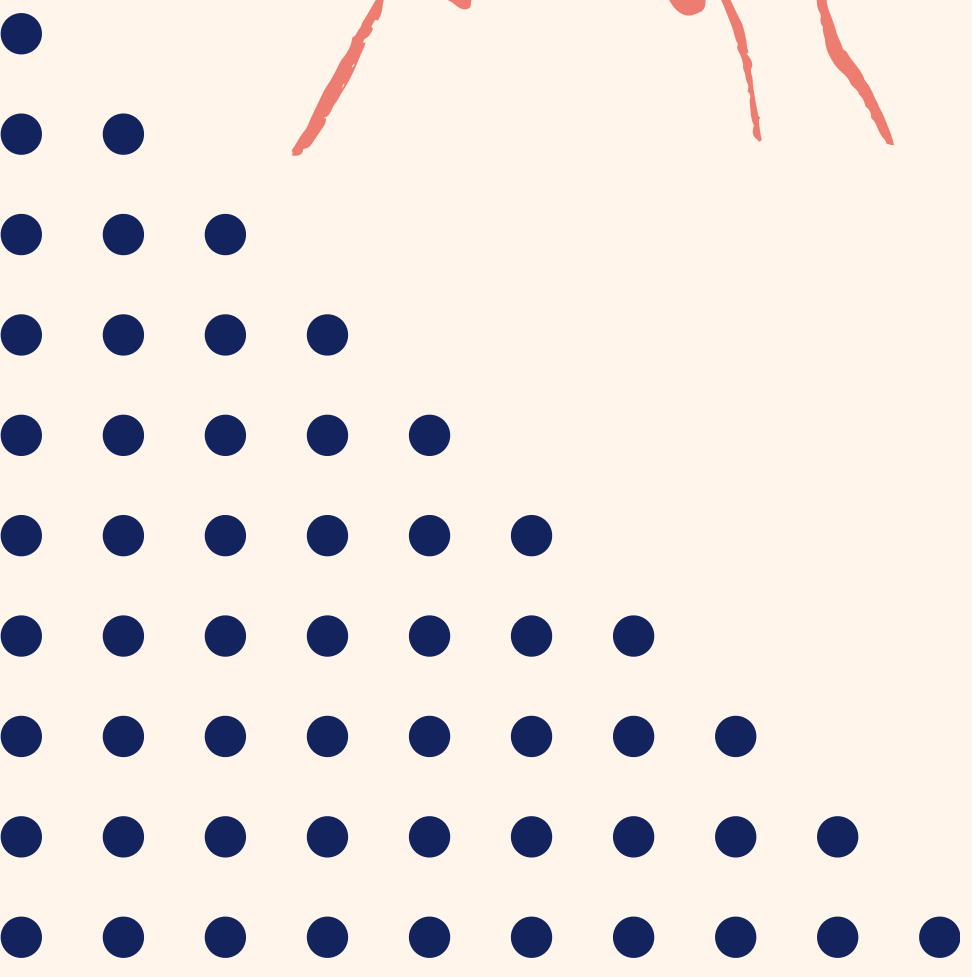


# Strategic Sales Leadership: Unleash Productivity with these 9 Cognitive Biases



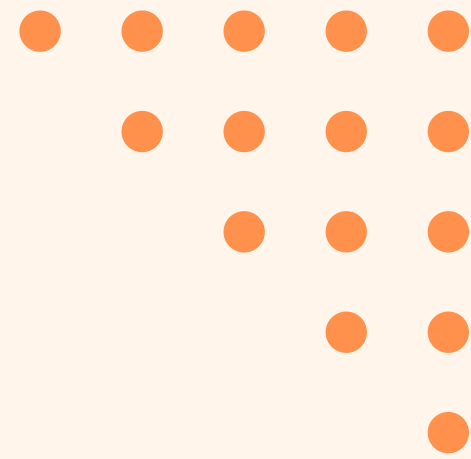
Empowering Sales Leaders with Behavioral Science Insights and Practical Application



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# *Bias #1*

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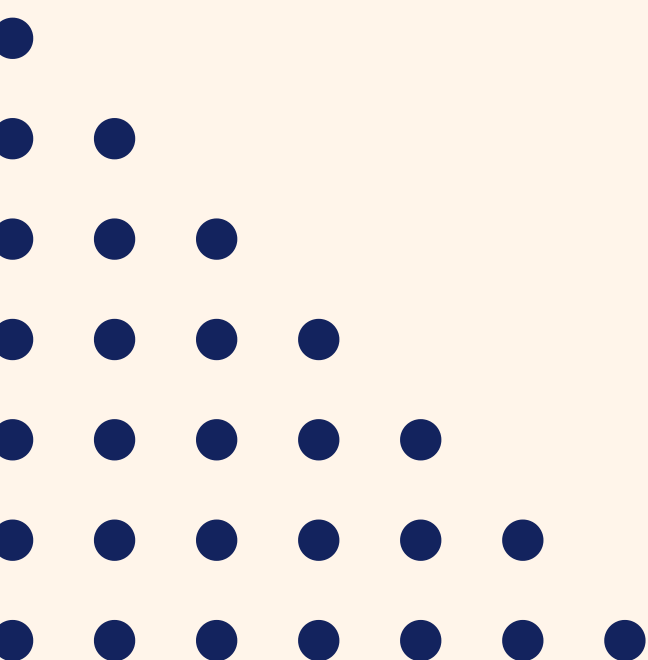


## **Reactance**

A behavioral reaction of not wanting to comply when something appears to threaten our freedom or takes away our choices.

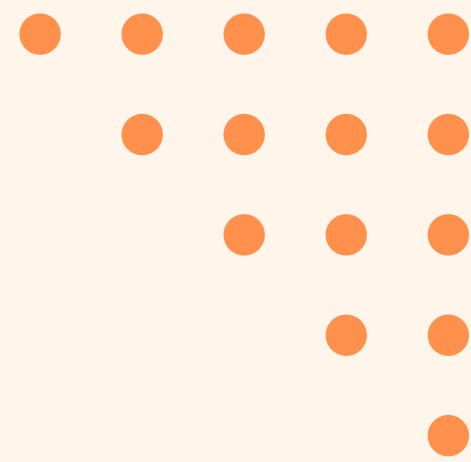
## **How you can use it**

- Replace directives with choices.
- Frame options as suggestions rather than demands.



# *Bias #2*

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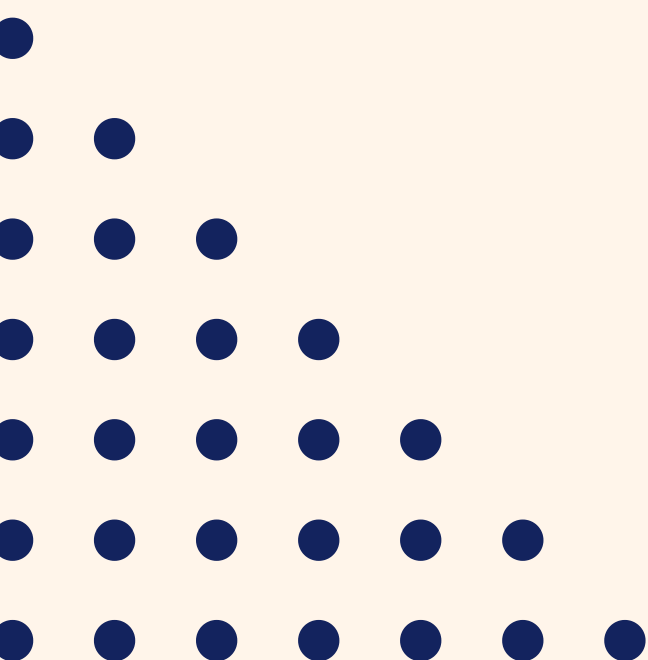


## **Halo Effect**

Tendency to let someone's positive traits in one aspect affect our overall impression of them.

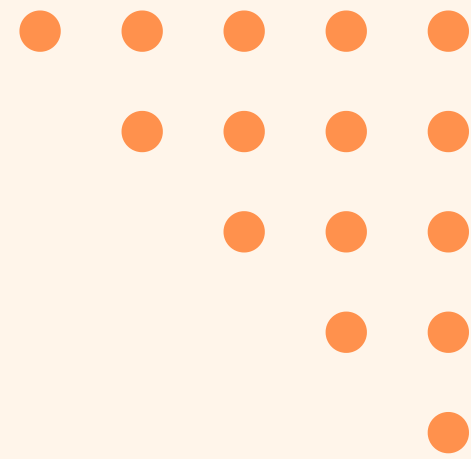
## **How you can use it**

- Measure daily behaviors rather than only outcomes.
- Celebrate consistency instead of output alone.



# *Bias #3*

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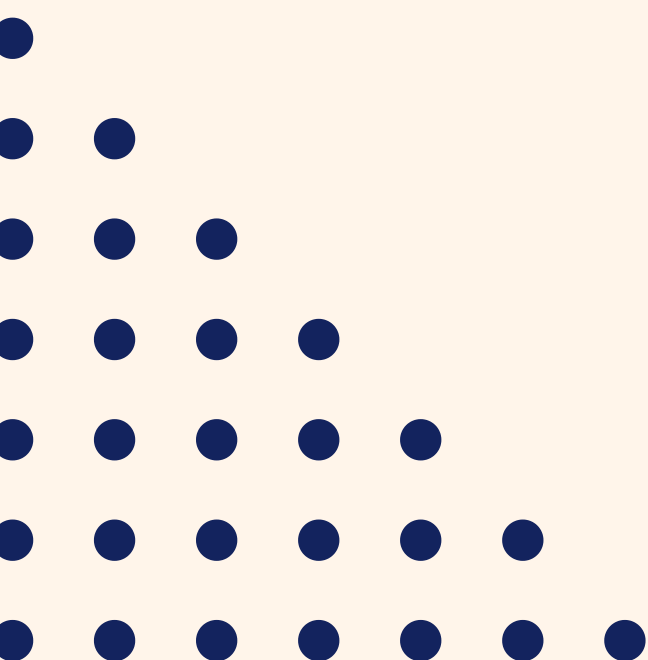


## **Dunning-Kruger effect**

The tendency of people to overestimate their abilities, especially when they don't know enough to realise their deficiencies.

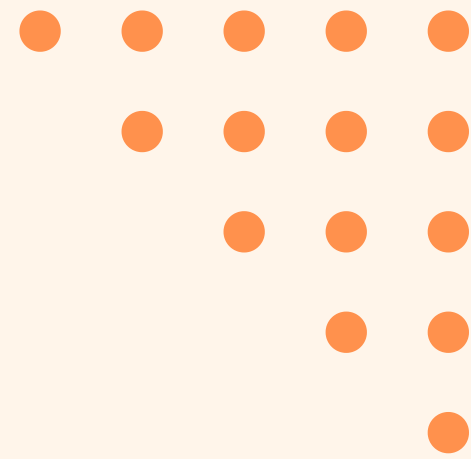
## **How you can use it**

- Provide one view - a balanced scorecard to track performance.
- Regular micro-feedback sessions.



# *Bias #4*

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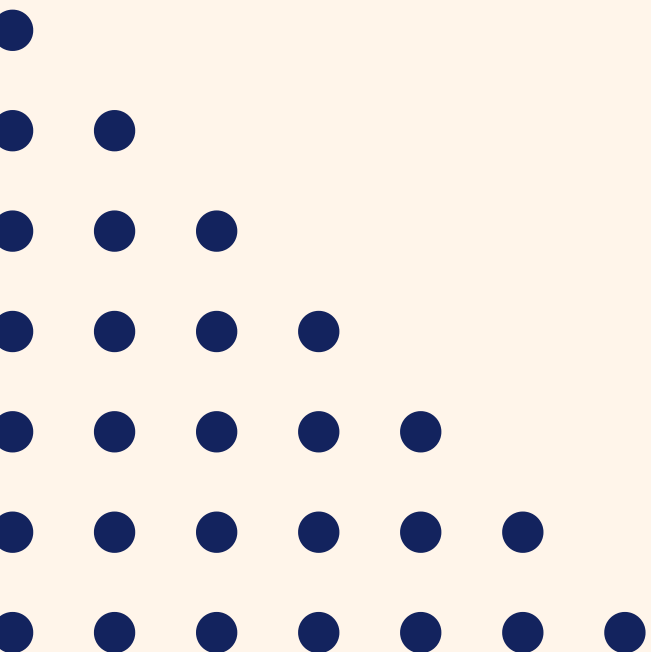


## **Goal Gradient Effect**

A psychological phenomenon that makes us speed up as we approach our goal.

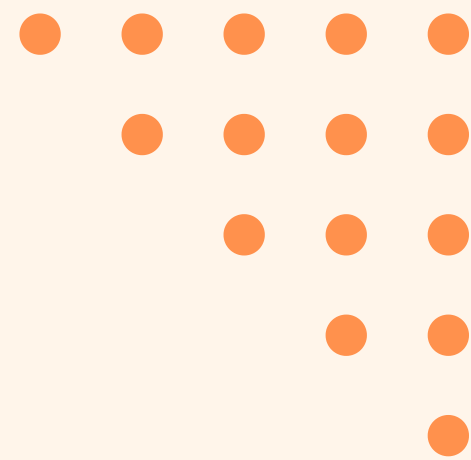
## **How you can use it**

- Set intermittent goals for your team.
- Show them their progress regularly.



# *Bias #5*

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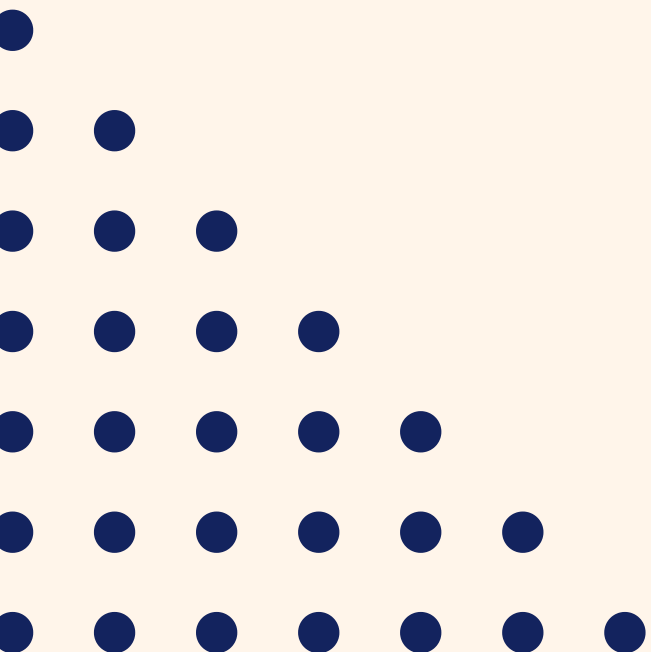


## **Anchoring Effect**

Cognitive bias that causes decisions to be heavily influenced by the first peice of information we get. This becomes an anchor or reference point which we compare other information against.

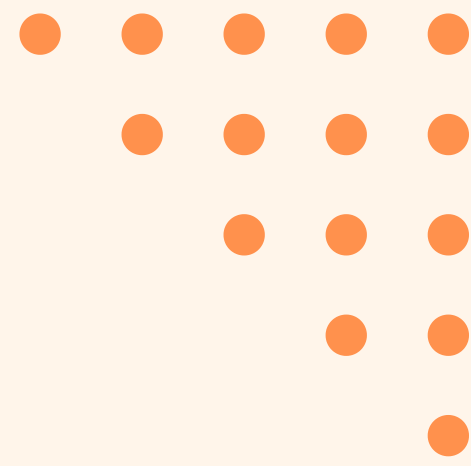
## **How you can use it**

- Set glide path targets to avoid demotivating slow performers.
- Incrementally increase targets to improve productivity.



# *Bias #6*

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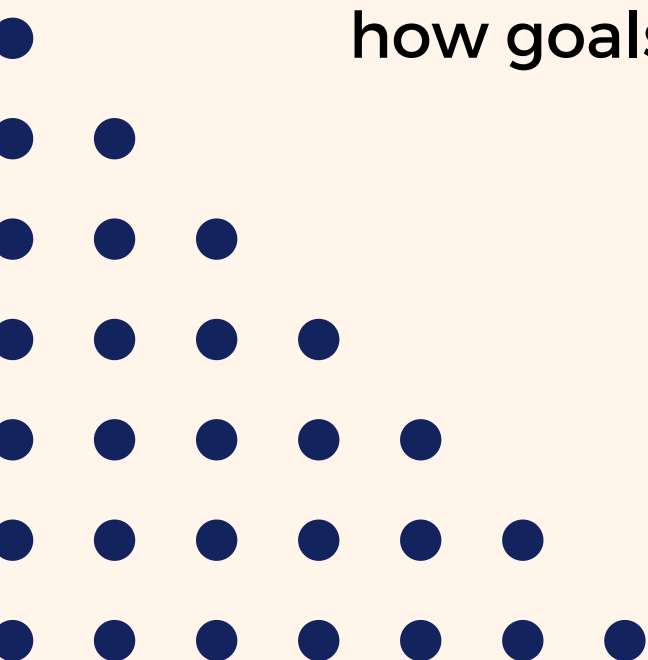


## **Framing Effect**

Cognitive bias that causes decisions to be influenced by how information is conveyed - highlighting various aspects can affect the decision.

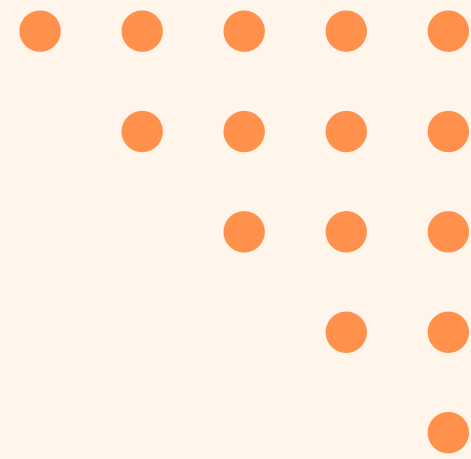
## **How you can use it**

- Frame goals differently - achieved vs left to achieve.
- Recognize that positive and negative valence (90% fat free, 10% fat only) can impact people differently - personalise how goals are framed.



# *Bias #7*

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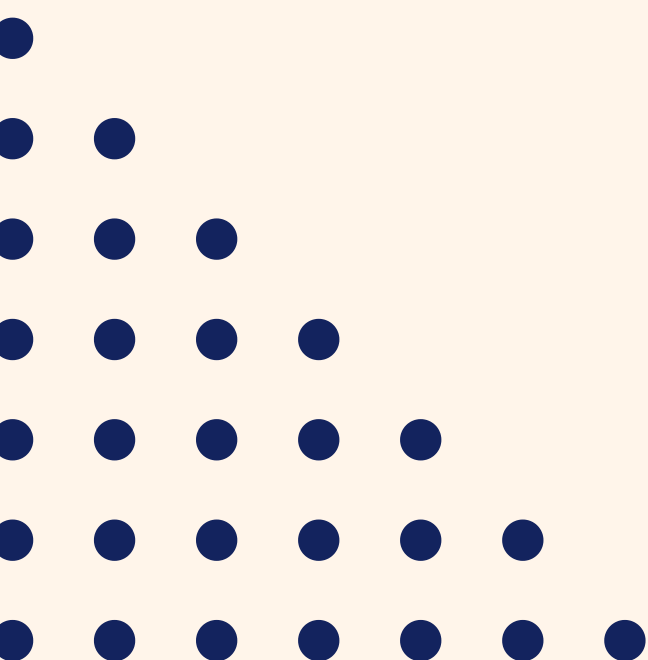


## **Status Quo Bias**

Cognitive bias that makes people resistant to change and prefer to keep things the way they already are.

## **How you can use it**

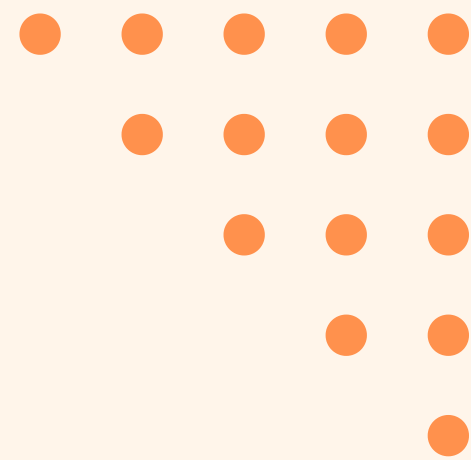
- Align KPIs with new business priorities and expected behaviors.
- Reduce the cognitive load on teams so they can focus on crucial processes and outcomes.





# *Bias #8*

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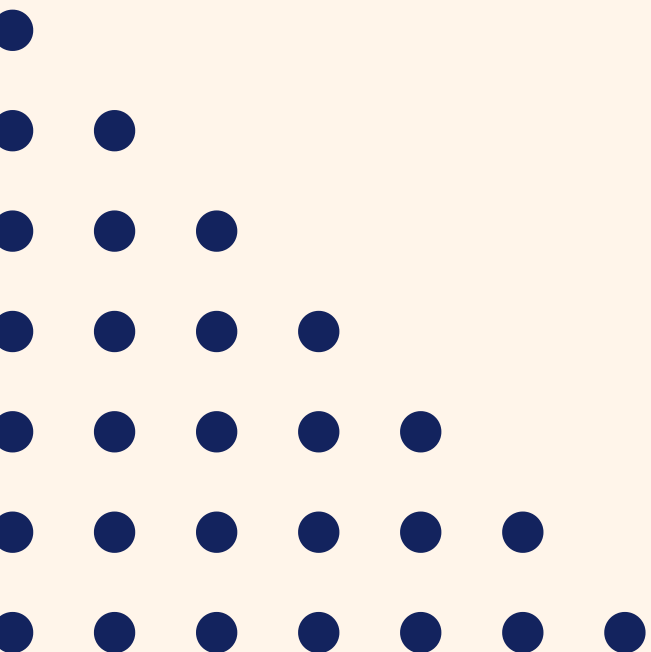


## **Curse of Knowledge**

When leaders assume that others know as much as they do, and communicate without realising this.

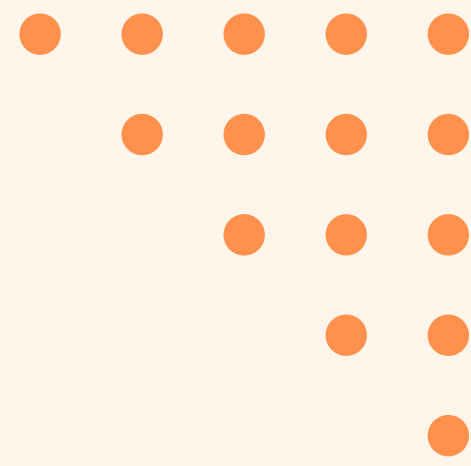
## **How you can use it**

- Communicate priorities clearly and with examples.
- Align leadership priorities to team's daily work via KPIs and incentive schemes.



# *Bias #9*

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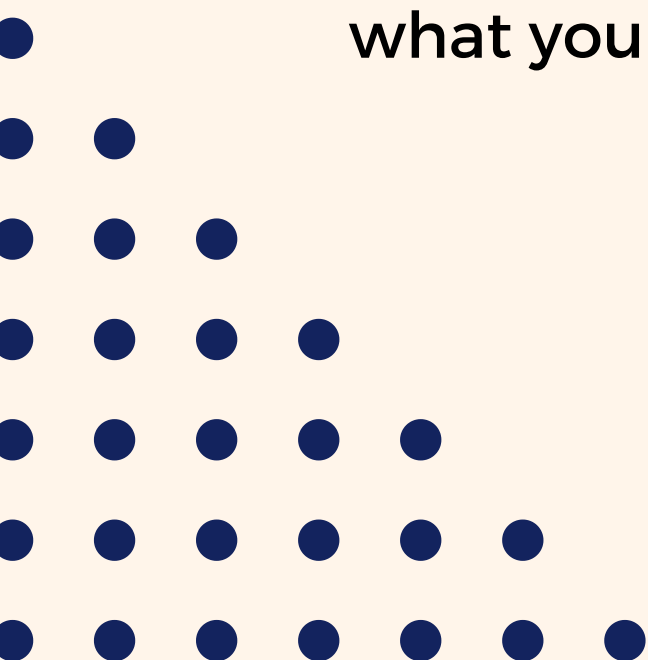


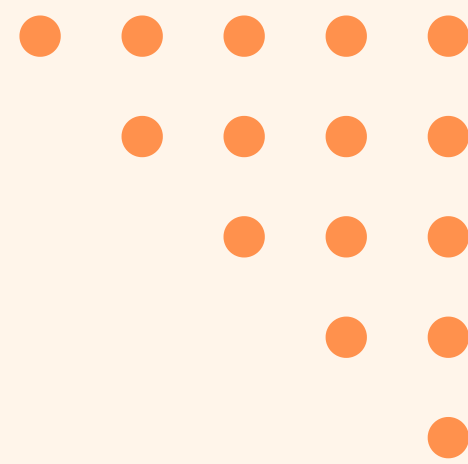
## **Stereotype Bias**

Judging people based on widely held but oversimplified categorisation of people.

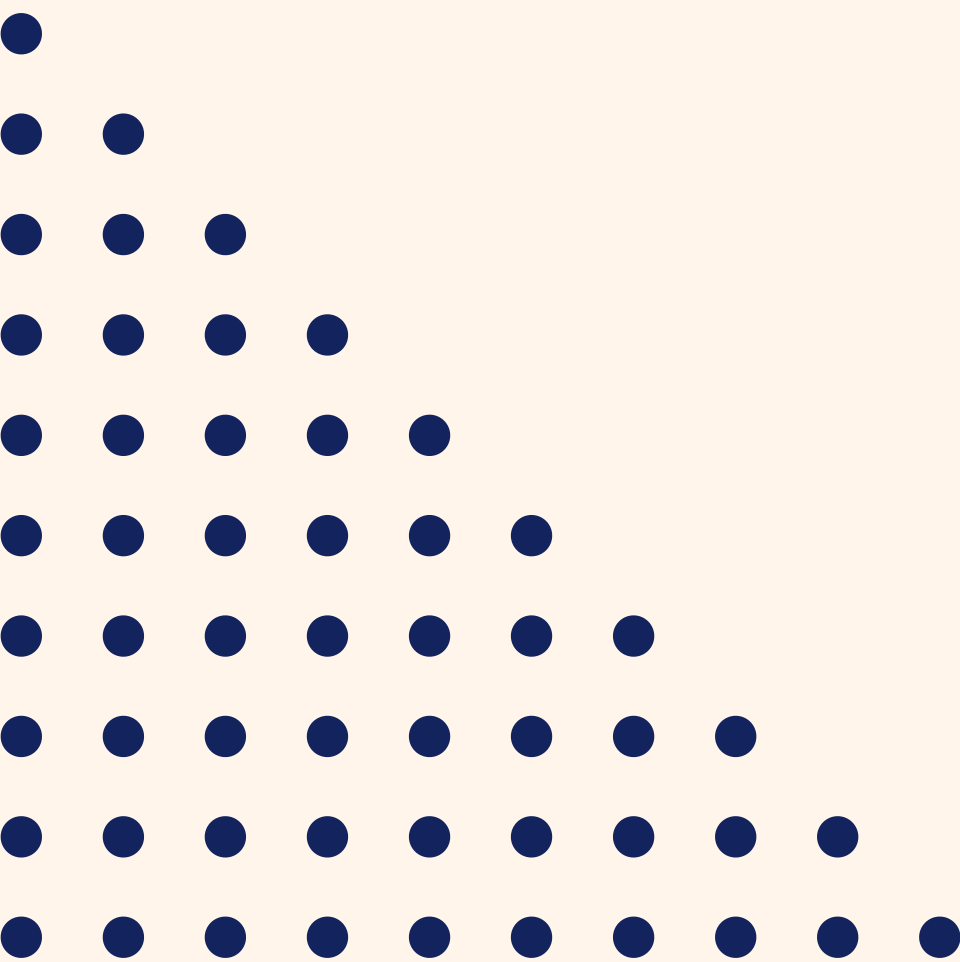
## **How you can use it**

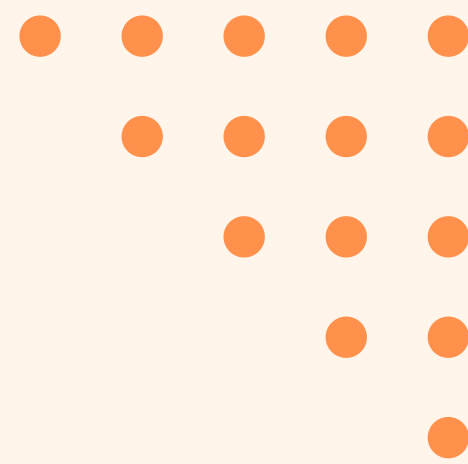
- Go beyond awareness and use reminders and solid evidence to make decisions.
- Review people against what they really do (behavior data) rather than what you think of them/what they do.





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For more on these biases or on how you can use Behavior Science to build an Engaged, Motivated and Productive Teams, check out [www.worxogo.com](http://www.worxogo.com)

