THE WIRED FOR SALES SUCCESS PROCESS

The Path to Guaranteed Growth

Sales Best Practices Audit

Benchmark your sales system, people, and practices against the best-performing sales organizations.

Increase Lead Generation Efficiency

Most organizations under-invest in some aspects of lead generation and vastly over-spend in others. They exhaust their resources before all the leads which could be generated are generated.

Create a Proven & Repeatable Sales Process

Shift from a talent-based, artistic sales system with the salesperson acting as the flighty "rock star" to a scientific, process-driven system where all reasonably-talented salespeople can excel.

Leverage Technology

Fully leverage the power of CRM, social media, software tools, and a secret or two.

Improve Sales Management

Give individual coaching to salespeople because it's much more effective than training alone. Create a sales pipeline model and manage to it so salespeople are held accountable and future sales can become predictable.

Improve Salesperson Performance

Assess and improve individual salesperson skills and create a compensation model that encourages the right behaviors plus lowers the cost of sales.

Did you know?

- 50% of all sales go to the first salesperson to contact the prospect [1]
- The average cost of customer contact via phone is $33.11 and via field call is $276.48 [2]
- It takes an average of 18 calls to actually connect with a buyer, yet 41.2% of salespeople said their phone is the most effective sales tool at their disposal [3]
- Over 50% of sales managers are too busy to train and develop their sales teams [4]

SOURCES: 1) insidesales.com 2) Salesforce.com 3) Hubspot.com 4) Salesforce.com

Wired for Sales Success

salesQB SCORE MORE

BEST PRACTICES SALES ASSESSMENT

BENCHMARKS
PRIORITIZE ACTIONS
CREATE ACTION PLAN

INCREASE LEAD GENERATION EFFICIENCY

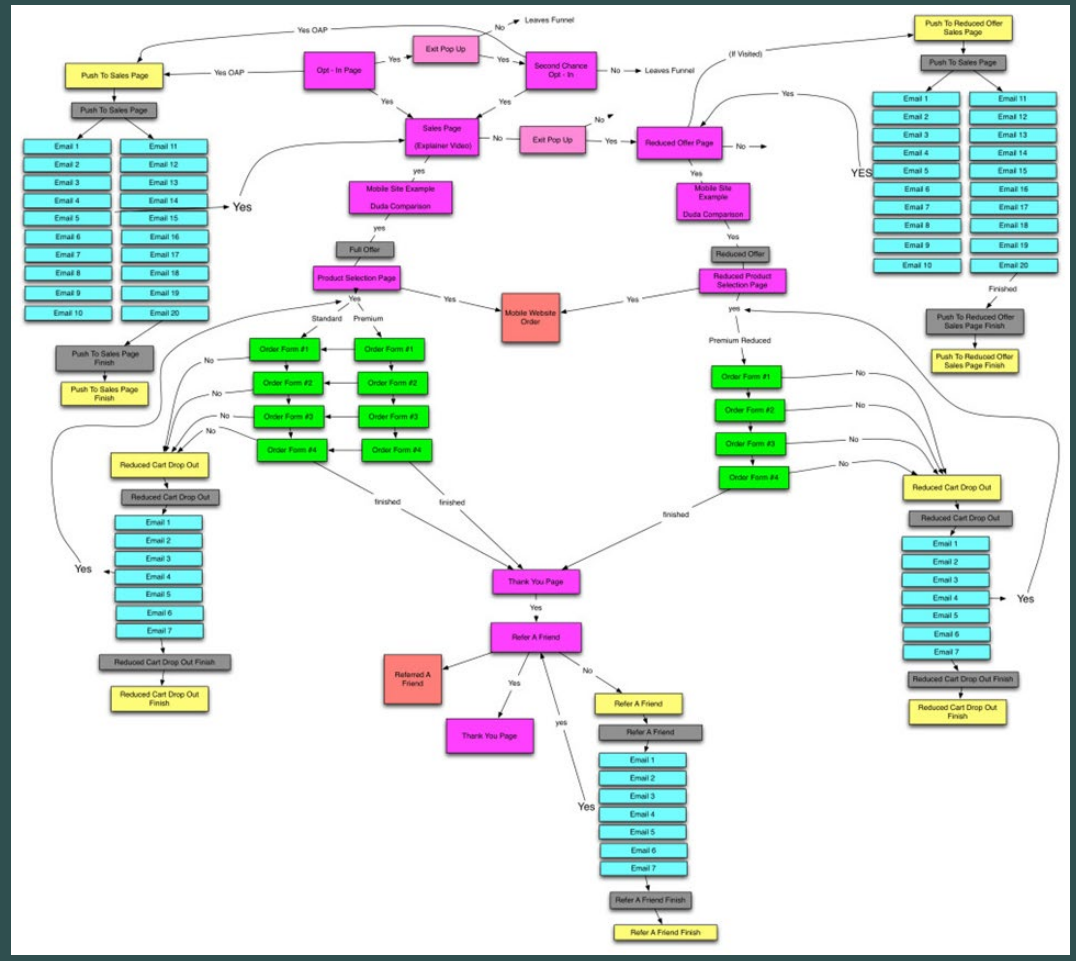
Tools using AI

- AI-Powered Lead Scoring
- Conversational AI Chatbots
- AI-Driven Email & Campaign Personalization
- Intent Data & Predictive Analytics
- AI-Enhanced Content Generation

CREATE PROVEN & REPEATABLE SALES PROCESS

Benefits of CPRSP

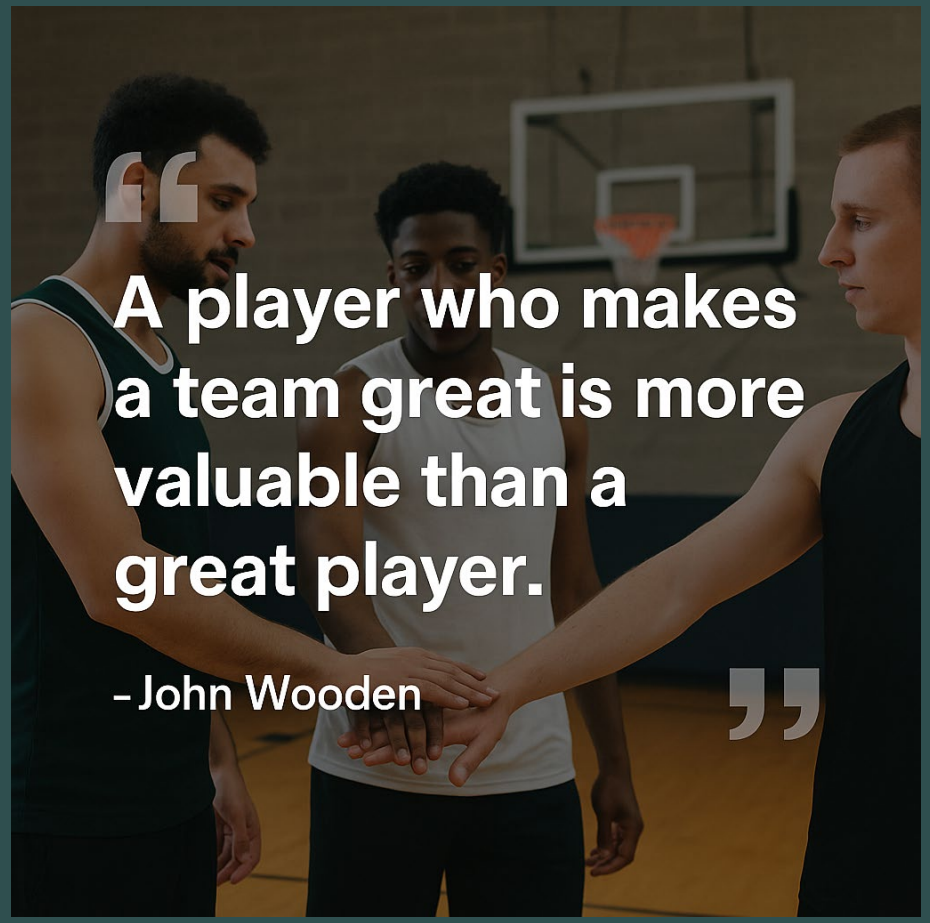
- Consistency in Results
- Improved Onboarding & Training
- Data-Driven Decision Making
- Scalability
- Higher Close Rates & Revenue



LEVERAGE TECHNOLOGY

- CRM
- Content Generation
- Data & Predictive Analytics
- Digital Sales Rooms
- Email & Campaign Personalization
- Conversational Chatbots
- Lead Scoring

IMPROVE SALES TEAM MANAGEMENT



- 1 on 1 Sales Coaching and “Ride Alongs”
- Create Sales Pipeline Model & Manage to it
- Set leading and lagging KPI’s
- Coach based on data, not just gut
- Run Weekly 1-on-1s & Structured Pipeline Reviews
- Hire & Onboard Methodically
- Use Scorecards for Accountability
- Segment & Prioritize High-Value Leads
- Foster a High-Performance Culture
- Audit and Optimize the Funnel Regularly

IMPROVE INDIVIDUAL SALESPERSON PERFORMANCE

"Be a yardstick of quality. Some people aren’t used to an environment where excellence is expected.“

Steve Jobs

"Don't measure yourself by what you have accomplished, but by what you should have accomplished with your ability.“

John Wooden

- Diagnose before prescribing.
- Tie Goals to Personal Drivers
- Master the fundamentals daily
- Create a customized development plan
- Coach to metrics, not emotions
- Practice high impact role playing
- Install a high-performance daily routine
- Sharpen messaging and positioning
- Use call reviews and feedback loops.
- Encourage Peer-to-Peer Learning

FOR MORE DETAILS CALL JEFF

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