

Dynamic Sales Secrets Revealed:

## **Sales Management Guide:**

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## **Introduction:**

I wrote this guide to provide some free tips that will make a significant difference in your company's sales production. This guide also provides a feel for how my consulting services can transform your sales team.

When you are investing big **\$\$\$\$\$\$** in marketing, infrastructure and personnel, you need to insure that you are receiving the highest possible return on your investment. My sales management consulting leverages your investment and insures the highest possible return.

The driving force behind this unique consulting service is thirty five years of authentic sales management experience. Five years in real estate sales, ten years in retail auto sales, thirteen years in dealer aftermarket sales and ten years in mortgage origination.

I could write a 300 page manual on sales management. Unfortunately I can only scratch the surface in this short guide. However, I promise the information that I am sharing here is worth ten minutes of your time.

So let's get started with some Sales Management Basics.....

## Sales Management Basics:



**Product Knowledge:** To me this is the “Holy Grail.” How can any sales team achieve a high closing ratio without expert product knowledge? Your sales people need to know their product left to right, top to bottom and inside out. They need to know every detail about the product that they are selling. This is how they demonstrate to the customer that they are an expert. And they need to be experts to be high producers.

Being a product expert is also about reputation, the sales person’s reputation and the company’s reputation. How would your sales team generate referrals if they don’t possess the reputation for being product experts? Expert product knowledge is a cornerstone in the sales arena and without it your company’s closing ratio and sales production will be mediocre at best.

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So how do you know that your sales people know their product? The answer is simple, you test them. If a sales person can't pass a product knowledge test, they are off my team, no exceptions. I don't have the time or patience for sales people that don't know their product.

Now with that being said, there is an old saying in sales management, "You can't blame them if you don't train them." It is the sales manager's responsibility to train everyone on his or her team. Now after a sales person goes through my training if they don't know the product and the system, it is on them. If they are unwilling to learn the product and the sales system to my satisfaction, then they are done and I am moving on. (Are your sales people product experts?)

**Sales Systems:** I mentioned that my sales people also need to know the sales system. Does your company have a comprehensive sales system installed? An effective sales system insures that your sales people are selling successfully. It provides the sales managers with the tools they need to manage effectively and it also documents every customer that your sales people come in contact with.

The system provides a roadmap for everyone on your sales team to reach their destination which should be a forty percent minimum closing ratio with the highest possible gross profit on every sale.

I first learned about comprehensive sales systems way back in 1983 while working as a sales manager for a Nissan dealer in Milwaukee.

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I was already working at the dealership when the dealer installed the system. When the system was installed the dealership went from last in the Milwaukee zone to first in less than 90 days. The dealership went from selling 100 cars per month to selling over 200 cars per month. This experience made me a huge believer in comprehensive sales systems and I have embraced them ever since.

Another company I worked for that had a comprehensive sales system installed was a mortgage refinance company. This company had eleven branches in different areas of the country. Before the owner of the company was in the mortgage business he was a lieutenant in the United States Marine Corps and was in charge of security at the US embassy in Moscow. With his military and security background you know that he was systems oriented. I do not want to state his name here as a courtesy, so I am going to address him here as Mac.

Mac started his company in a small office in Minneapolis and grew it to eleven branches around the country in just eight years. Mac was able to achieve this because of the systems that he had installed. All of our branches had their own telemarketing department on site with thirty-five telemarketers. Each branch had four loan processors, three receptionists and twelve to fifteen mortgage originators and ran like a Swiss watch.

Our sales system consistently produced a forty percent closing ratio. By the way, do you have a method for tracking closing ratios? Without a

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system there is no way of knowing a sales person's true closing ratio. If you don't know closing ratios how could you coach and hold your sales people accountable? Do you know how many customers they talked to yesterday, last week or last month? Imagine the power that documenting this information provides management.

The system provided total control and accountability over the sales process. It also provided management with the ability to determine who was producing and who was not. Yes we had a fairly elaborate system, but the system paid for itself many times over. As the National Sales Manager/Trainer I could determine where I needed to train or coach on a daily basis just by looking at branch pipelines in the system.

## Case Studies:



## Dynamic Sales Secrets Revealed:

I am going to talk about two sales people that worked for me that would never have made it in sales without a sales system. I could give you many examples but I want to keep it as brief as possible. These are true stories that demonstrate the validity of what I am talking about here.

**First case study** is from the Nissan dealership that I worked for in Milwaukee as a sales manager back in the 1980s. Let me introduce you to Wayne. He was somewhat introverted and very average looking. Not someone that you would expect to work in sales. Now here is the thing that was crazy about how we ended up hiring Wayne.

There were three managers at the dealership that were involved with hiring sales people and of course I was one of them. We all interviewed Wayne and all three of us were thumbs down on hiring Wayne. We all agreed he was a nice guy but not cut out for sales, especially car sales.

Now what happened is our assistant called Wayne by mistake and told him that the dealership wanted to hire him to sell new cars. Crazy but true. You know that this is true because I could not make this stuff up. Somehow Wayne's application got put in the hiring stack by mistake and our assistant called him and told him to come in for training.

We were not aware of this mistake until Monday morning when the training started. All of the new hires had finished their hiring packs and were now officially employees, including Wayne. So the three of us

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huddled up and decided that what the heck, he is here and he is hired so let's give him a chance and see how he does.

Wayne became a good sales person at the dealership and made good money. Here is the thing though. Wayne would never have experienced much success in car sales without our sales track and systems. Our sales track was a series of steps that our sales people executed in the proper order. They did step one and then step two and etc.

**Second case study** is from the Mortgage Company I worked for. Let me introduce you to Jenny. Like Wayne from the first case study, Jenny was a pretty plain person. She was also introverted and very average looking. Like Wayne, not someone you would expect to do well in sales.

I hired Jenny because she needed to make money. Jenny was a single mom and was not receiving any support. She needed to make enough money to support her family. Just like Wayne in our first case study, Jenny would never have experienced much success in sales without a sales system. She might have done ok somewhere else with coaching, but she never would have made over \$100,000 per year like she did with our company.

Here is my point with these two case studies. A comprehensive sales system enables you to hire average people that have very little or no sales experience and transform them into really good sales people. The system saves time, stress, money and simplifies the hiring process.



## **Sales System Benefits:**

1. Insures management has total control over the sales process.
2. Enables management to hold sales people accountable.
3. Provides a roadmap for the sales and closing process.
4. Maximizes sales production and sales revenue.
5. Puts team members on the same page and simplifies coaching.
6. Optimizes the company's reputation.
7. Generates more referrals.
8. Creates unity and congruency within the team.
9. Guarantees the highest possible return on your investment.

## **Conclusion:**

Without a comprehensive sales system your sales people are out there just winging it and you are leaving big money on the table. When you are investing big **\$\$\$\$\$\$** in your sales team you need to be assured that you are receiving the highest possible return. Sales systems are a proven method for leveraging your investment to guarantee the highest possible return. When you hire me as your sales management consultant, I design and manage installation of a comprehensive sales system to maximize your sales production and sales revenues.

If you feel that my sales management consulting will help your company make more **\$\$\$\$\$\$**, then why not hire me as your consultant? Pricing

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depends on the size of your sales team and number of locations. You can contact me and leave a message with the contact form on the website.

<https://dynamicsalescoaching.com>



*To Your Sales Success,*

*Mike Petrusek*

*Sales Management Consultant*