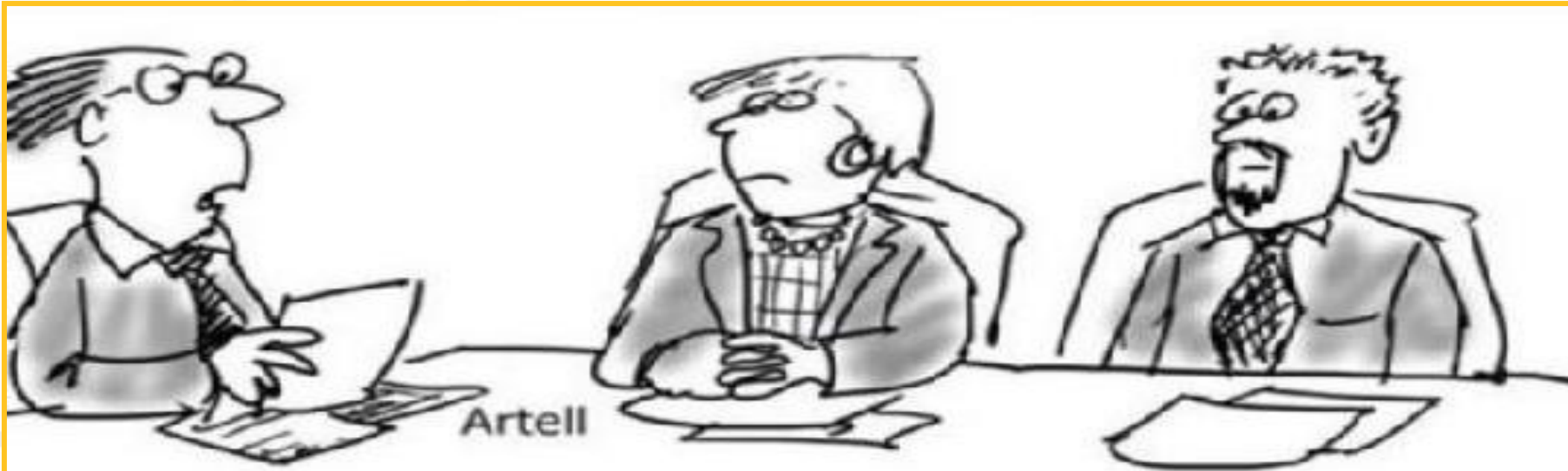


**sales**QB  
SCORE MORE

# SUCCESSFUL SALES LEADERSHIP

Increase Your Top Line, Build Your Ideal Sales Team

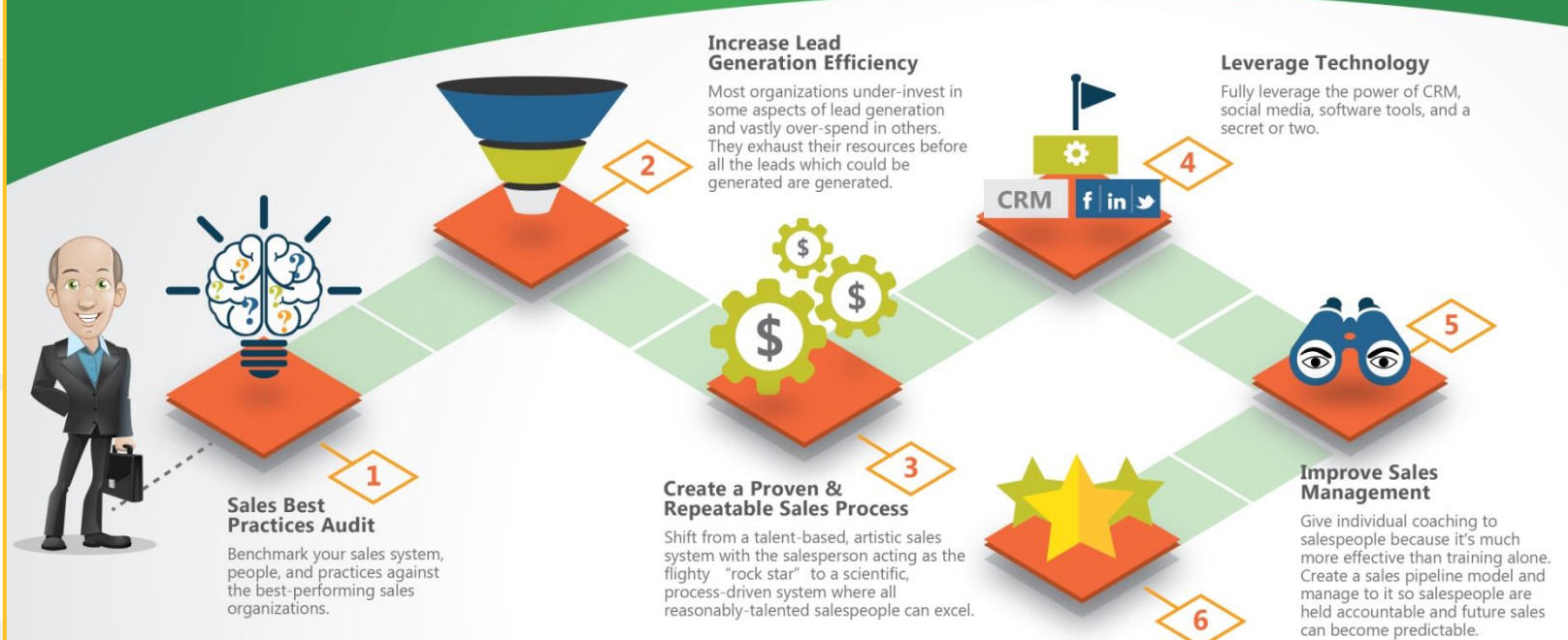




I need your sales forecasts by Monday, your updated client lists by Tuesday, your expense reports by Wednesday and your budget plans by Thursday. And by the way – why aren't you people making more sales calls.



## The Path to Guaranteed Growth



### Did you know?

- ▶ 50% of all sales go to the first salesperson to contact the prospect <sup>1</sup>
- ▶ The average cost of customer contact via phone is \$33.11 and via field call is \$276.48 <sup>2</sup>
- ▶ 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 <sup>3</sup>
- ▶ Over 50% of sales managers are too busy to train and develop their sales teams <sup>4</sup>

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



# PHASE 1: AN HONEST LOOK

## Sales Best Practices Audit

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





# PHASE 2: LEAD GENERATION

## 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.



# PHASE 2: LEAD GENERATION

- Often, there's a tension between closing sales and the quality and/or quality of leads.
- Many small businesses miss this key issue!



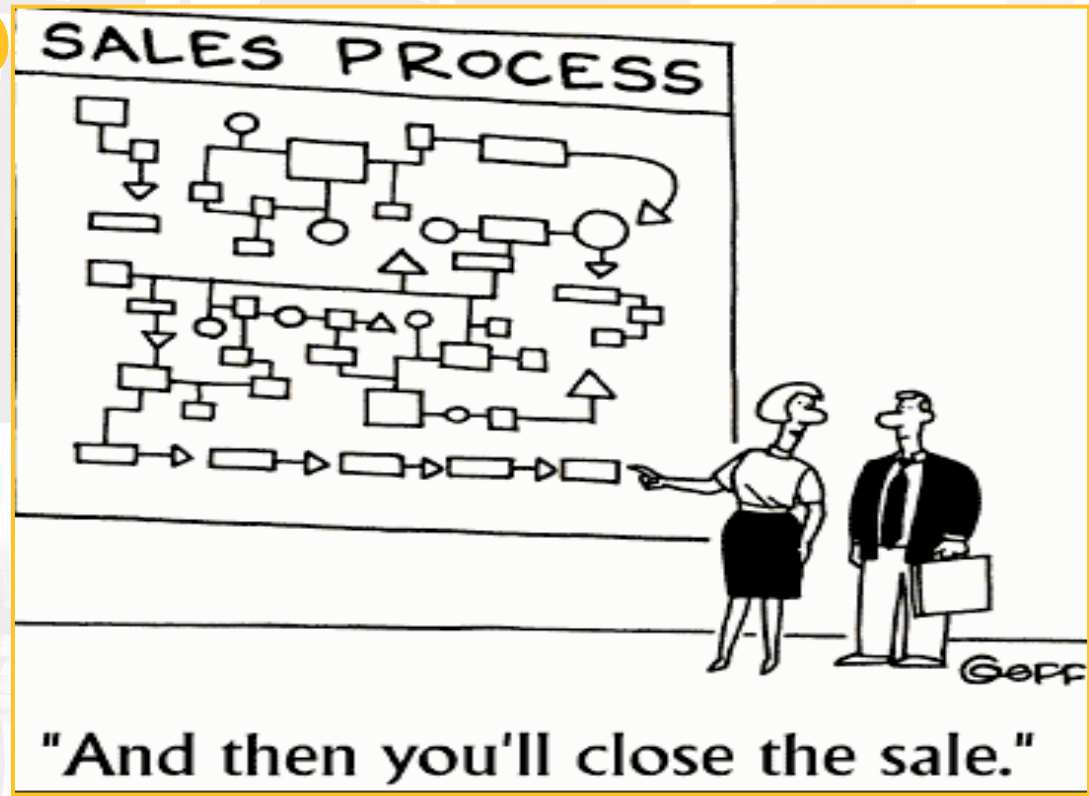
# PHASE 3: REPEATABLE SALES PROCESS

## 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.



# PHASE 3: REPEATABLE SALES PROCESS







# GENERIC SALES PROCESS

- Build Rapport
- Needs Analysis
- Propose Solutions
- Validate Company and Products
- Handle Objections
- Close





CRM



# PHASE 4: TECHNOLOGY

## Leverage Technology

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



# PHASE 4: TECHNOLOGY



# PHASE 4: TECHNOLOGY

## KEY AREAS TEND TO BE:

- CRM
- Pipeline
- Lead Scoring
- Better website
- Mobile Asset Management
- Autoresponder
- Marketing automation system





# PHASE 5: SALES MANAGEMENT

## 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.



# PHASE 5: SALES MANAGEMENT



# PHASE 5: SALES MANAGEMENT

- Weekly team sales meetings
- Weekly 1 on 1 with each member of the team
- Make sure to cover two main areas:
  - Length in Pipeline Stages
  - Check next follow-up activity





# PHASE 6: IMPROVE SALESPERSON PERFORMANCE

## 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.





# PHASE 6: IMPROVE SALESPERSON PERFORMANCE

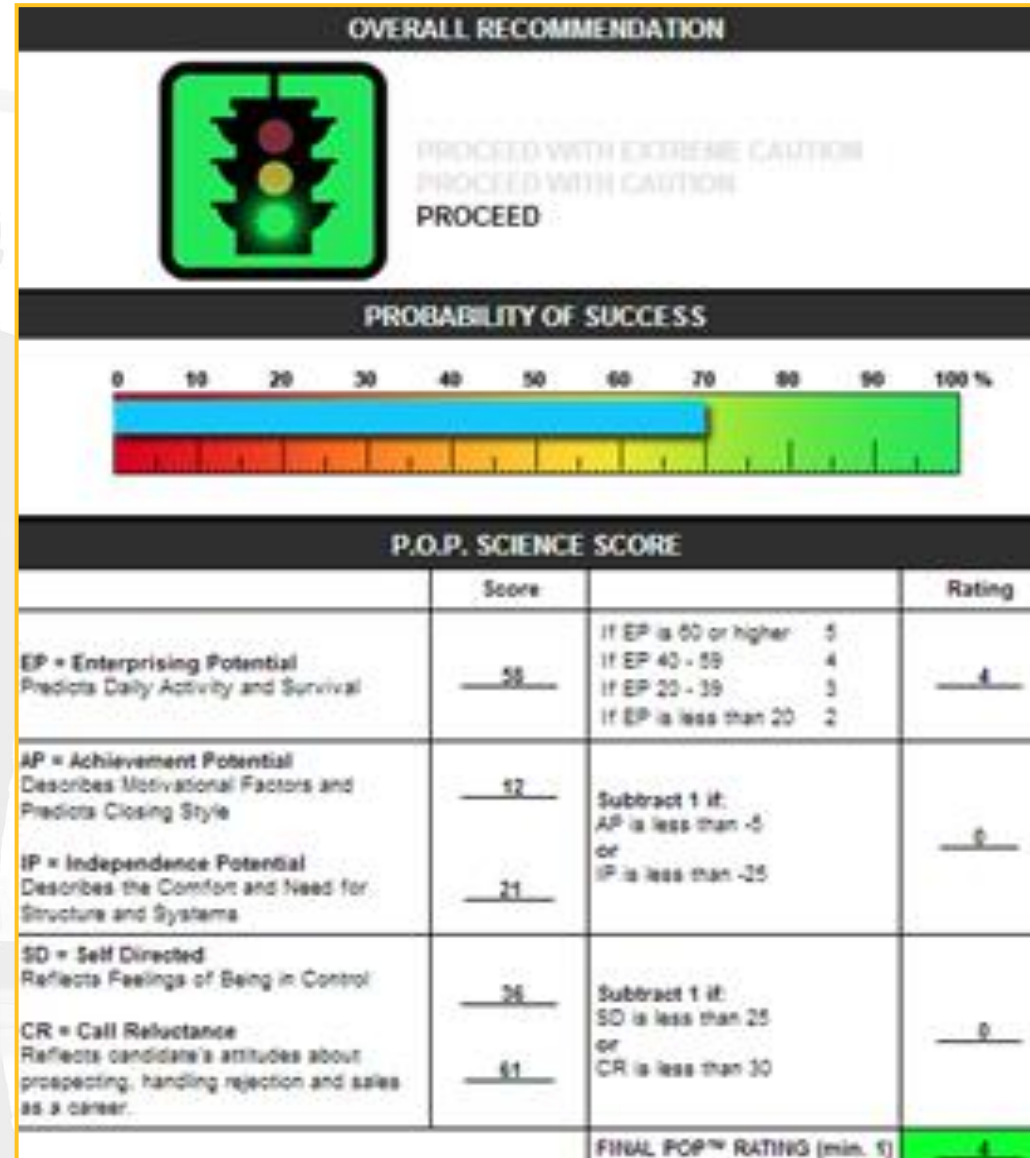


# PHASE 6: IMPROVE SALESPERSON PERFORMANCE

- Coaching
- Mentoring
- Ride-alongs
- Support
- NOT
  - Checking up
  - “micro-managing”
  - Etc...

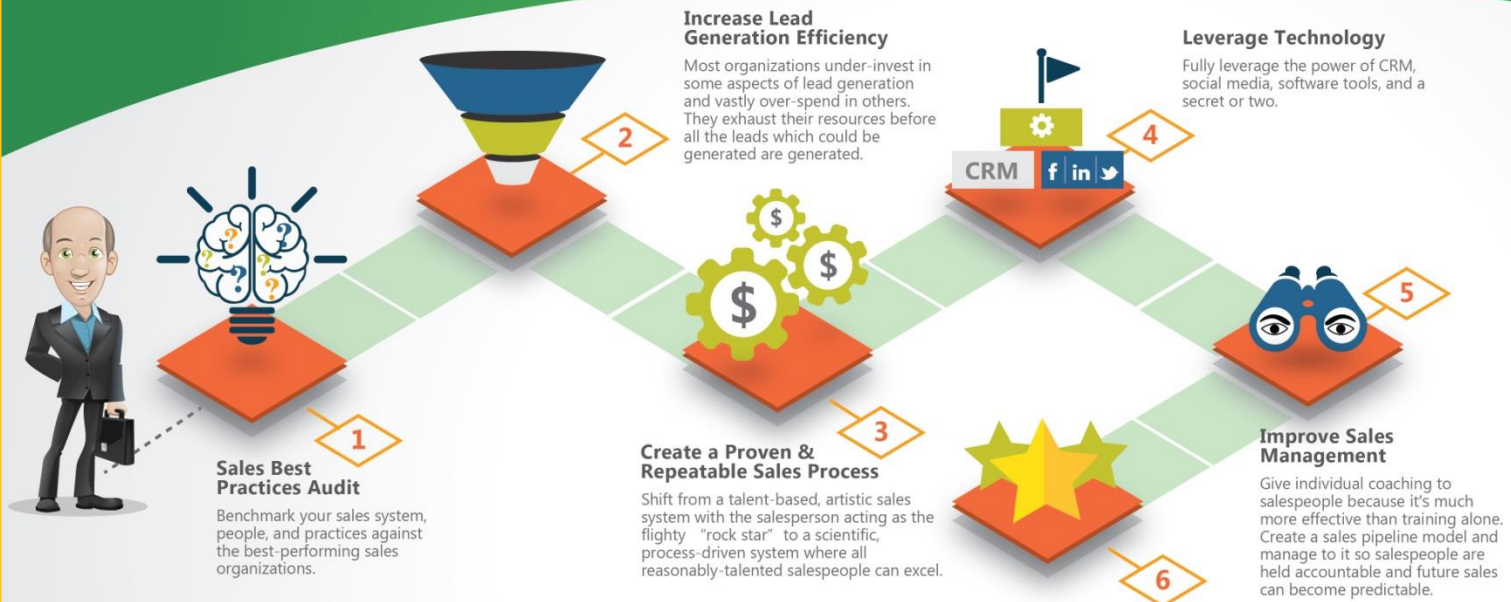


# PHASE 6: IMPROVE SALESPERSON PERFORMANCE



# LEVERAGE YOURSELF

## The Path to Guaranteed Growth



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