

## Restoring Sales Balance

In the post-Internet era, the behaviour of buyers has radically changed, unfortunately selling behaviour has not. This imbalance produces consequences. A recent CSO Insights survey\* found that sales quota performance worldwide is 59% and declining...WHY?

Declining quota performance is treated as a sales problem, but both marketing and sales share this burden of failure. The problem can be summarized as follows;

- Buyers will have identified a problem or need and visited vendor, industry-analyst Web-sites and Blogs via Google gathering information months before a sales executive is contacted...this is the start of the sales cycle. (Would they find you today?)
- Most corporate marketing is poor at creating awareness in early stages of the selling cycle.
- Marketing's role is to reach buyers looking for information on how your product or service could be used to solve a problem or satisfy a need, not wasting time and money on features and benefits.
- When a buyer does make contact with a seller, the chances are the buyer already knows what they want and the price they want to pay.
- The sales rep arrives for a first meeting armed with a PowerPoint and LCD projector loaded with features and benefits and plays 20 questions.

What can sellers do to restore the balance?

We suggest performing the following sequence.

1. Align sales and marketing messaging around how targeted-buyers can use your products and services to solve problems and satisfy needs.
2. Train your sales team in consultative selling techniques and advanced communications skills.
3. Have your sales team bring the gift of knowledge and insight to every sales call and frame best practices conversations around helping buyers achieve business goals using your products or services.
4. Focus on effective diagnosis and qualification... poor diagnosis is the root of most sales problems.

Call us at +44 796 108 1082, or learn more at

[www.admarco.net](http://www.admarco.net)

\*CSO Insights 2007 Sales Performance Optimization Survey

Photo- Chris Ray



### PROOF POINT

Robert Langer, General Manager  
Rainmaker Inc. *October 17, 2007*

"I engaged Mark and his company over the past year to assist us in developing and delivering a high-impact sales effectiveness and coaching program for our Dell Service Telesales Operation.

Mark delivered an insightful and well received program that raised the overall skills of our team, delivered accelerated growth for our business and proved to be a key reason why our team was able to sustain record levels of performance.

Mark's program brings together his years of personal and professional experience with best practices from across multiple sales training, coaching and personal excellence curricula. Mark demonstrates a keen ability to quickly analyze the challenges facing your sales team and customizes his program to drive the results you are after.

Working with Mark is a pleasure and well worth the time and investment."

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