

HOW TO MAKE YOUR SALES TEAM PERFORM BETTER

Too many sales people are not performing to plan and not contributing enough revenue to support their business's growth goals.



ONLY 55%

of sales professionals produce enough revenue to meet their quotas.

8 out of 10 senior level buyers say most sales people make a negative first impression.



75%

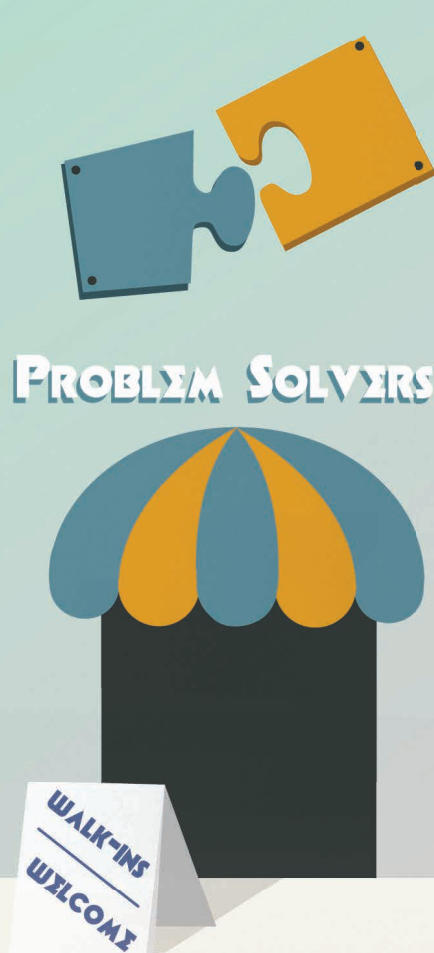
75% of buyers say the reps they've encountered don't have enough knowledge about their business.

HOW CAN YOU MAKE YOUR ENTIRE SALES TEAM CONSISTENTLY BETTER AND DRIVE SUCCESS?

UNCOVER

1. FOCUS ON BEHAVIOR IMPROVEMENTS

The majority of sales teams need to be reminded of just how important their approach is during various stages of the sales cycle.



A. Earning The Right To Work With Prospects
Top performing salespeople do their homework and are able to uncover the prospect's key issues, needs and desires.

B. Building Mutually Beneficial Relationships
Successful sales professionals understand their customer's perspective, uncover what their needs are and offer insight and understanding.

C. Becoming The "Problem Solver"
Sales executives become trusted advisors and respected problem solvers with everyone they meet up and down the buyer's organization.

2. DESIGN REWARD PROGRAMS

Best-in-class selling organizations use non-cash incentives to boost first-class sales behaviors.

A. The Power of Non Cash Rewards
By including non-cash incentives with sales rep compensation plans, companies can help everyone on their sales team to perform better and focus on improvements.

C. Preparing Internal Support Teams
Reward and recognition technology can also improve the manner in which sales reps interact with internal support teams leading to more business.

B. Configurable Reward & Recognition Technology
A properly designed rewards program, executed through simple- to-use configurable reward and recognition technology can motivate your entire sales team to perform better.

SUMMARY

Almost half of sales professionals are not performing to plan and not contributing enough revenue to support their business's growth goals. Maestro, Madison's configurable cloud-based platform is designed to improve selling behaviors and drive results in ways that compensation alone can't deliver.

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