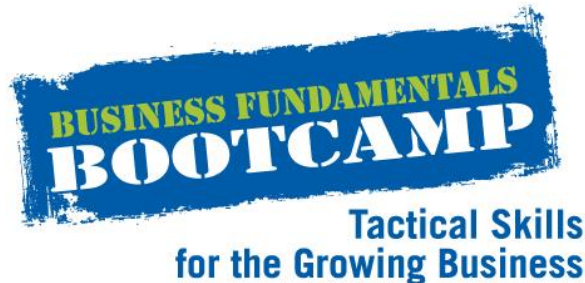


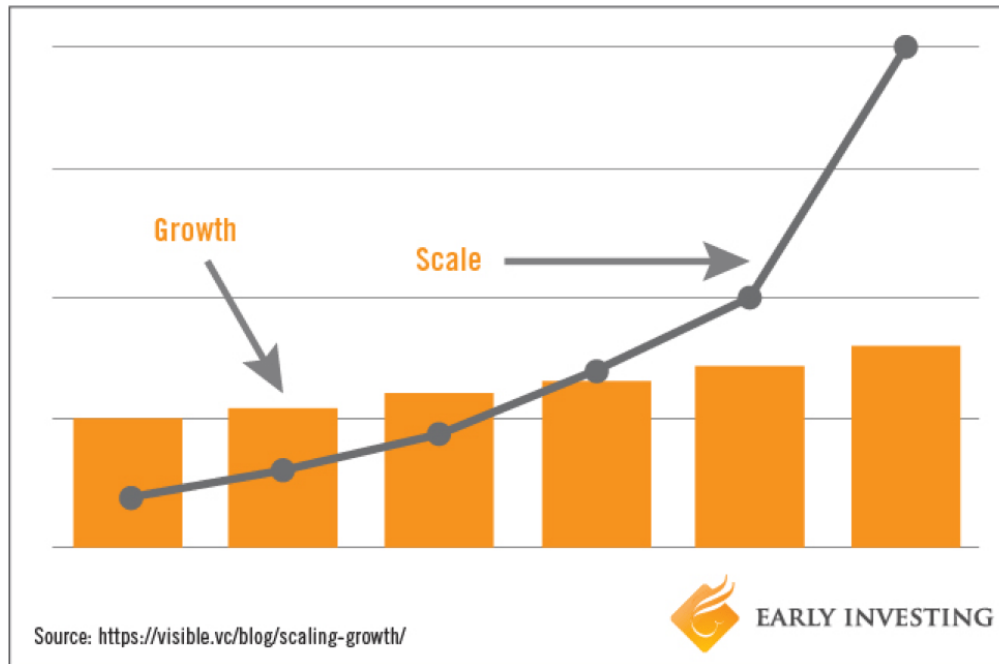
Scaling Your Sales Infrastructure With Greater Productivity

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Definition of Scaling

When revenue increases at a much faster rate than your expenses giving you the cash and resources you need to fund and support your increased business.



Fundamental Sales Question

How can your sales organization be more productive and drive exponential revenue growth?

Accelerating Revenue Growth

Sales Effectiveness

How skilled are your sales representatives converting revenue opportunities with their customers?

Typically the sales improvement area that gets the most attention working with sales consultants and trainers.

X

Sales Efficiency

How can my sales representatives spend more time converting customer opportunities into revenue?

Your company's responsibility to direct and support your sales representatives that most businesses don't focus on.

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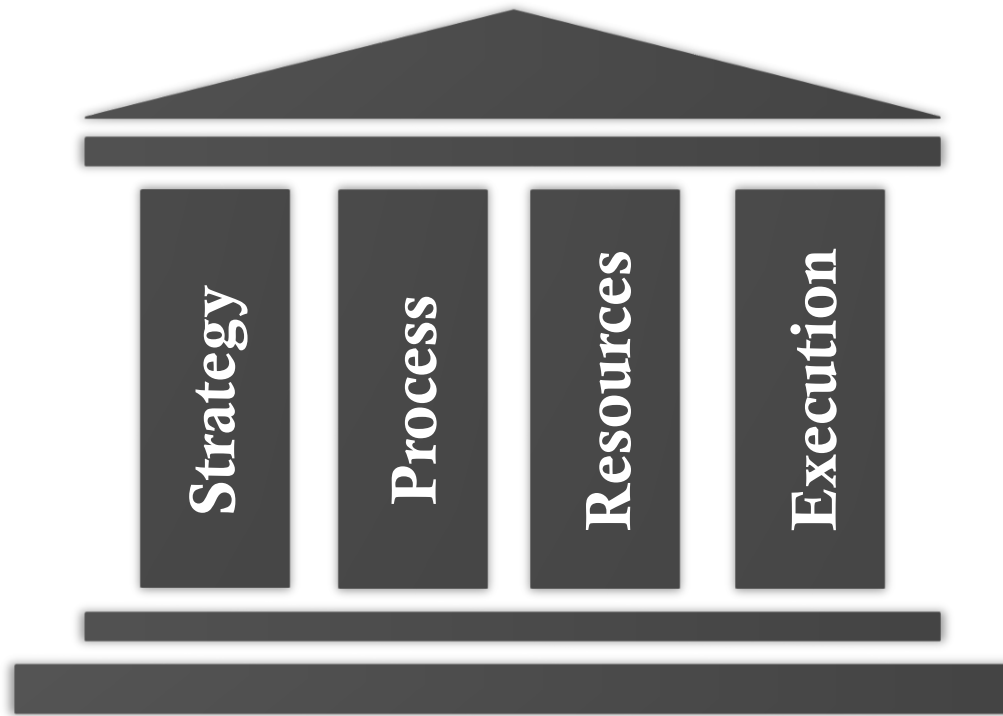
Sales Productivity

The product (not sum) of sales effectiveness and efficiency which drives exponential revenue growth.

Very few sales leaders and managers spend the time and resources to achieve this ultimate goal.

The Key To Sales Efficiency

Building A World-Class Sales Infrastructure



vision success development + teamwork ideas
project STRATEGY invent
team motivation leadership
action innovation planning





Establish Individual Revenue Goals

- Most companies do not break down performance expectations
- Develop monthly market, product/service, and individual quotas
- The total of individual goals should be greater than company goals
- Set specific thresholds for Below, Meets, and Exceeds expectations



Prioritize Target Markets & Clients

- 55% of small and mid-sized businesses have defined target markets
- Only 16% use market research to define target markets & clients
- Market research is easily available at no charge (e.g. referenceUSA)
- Focus on high-growth markets you have competitive advantage



Clearly Define Your Value Proposition

- Understand what is most important to your customers
- Evaluate your strengths relative to your competition
- Determine your Top 3 selling points that represent unique value
- Develop sales collateral to effectively communicate your value

STEP A

STEP B

STEP C

PROCESS





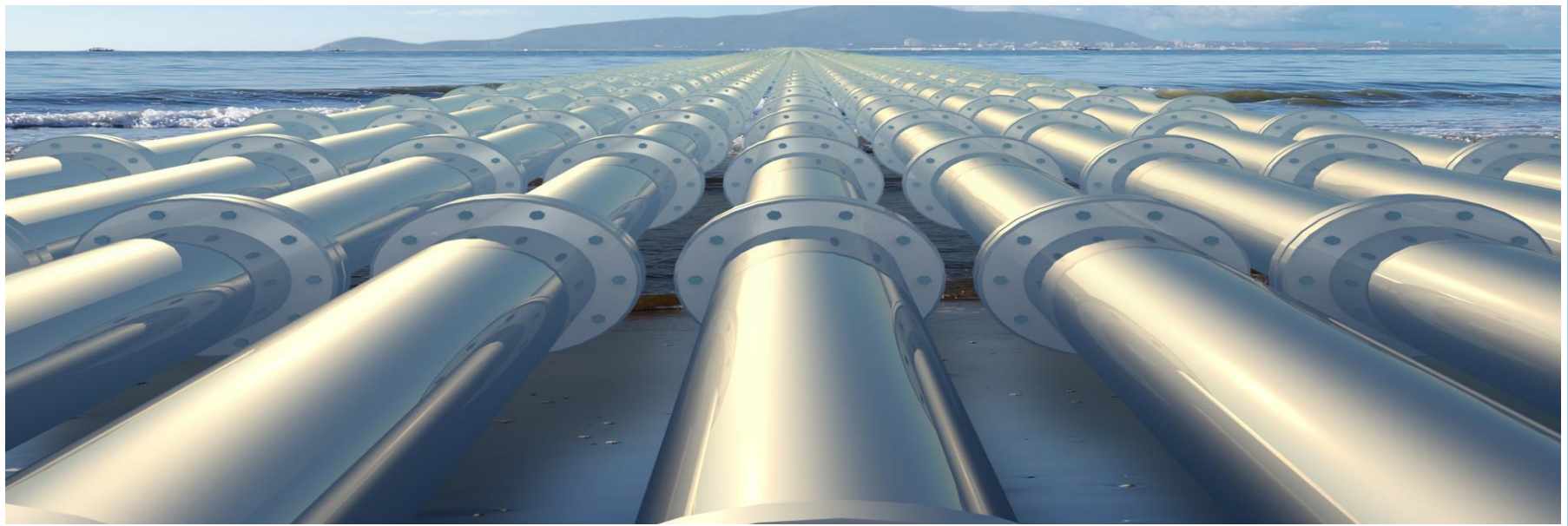
Document Your Selling Process

- Your selling process should have distinct and relevant stages
- Each stage should involve specific actions and deliverables
- The time expected to complete each stage should be defined
- The selling process should be documented and communicated



Qualify Your Leads

- Define the most important characteristics of your ideal customers
- Establish key qualification criteria to effectively evaluate your leads
- Utilize marketing automation techniques to initially qualify leads
- Use lead scoring with qualification criteria to prioritize leads



Manage Your Pipeline of Opportunities

- Qualified leads become opportunities to focus the sales team on
- Each opportunity should be actively pursued and closely tracked
- Opportunities should be prioritized with specific actions to advance
- Your monthly opportunities should support exceeding objective



RESOURCES



Properly Staff Your Sales Function

- Make sure your sales organization is structured effectively
- Designate full-time business development responsibilities
- Leverage capabilities of inside sales and customer service
- Sales representatives must be led by experienced sales manager



Create Win-Win Compensation Plans

- 9 out of 10 compensation plans don't incent sought behaviors
- 50% salary and 50% commission plans produce the best results
- Commission plans must be uncapped with minimum expectations
- Commissions should be paid monthly with additional incentives



Coach Your Sales Resources

- Most organizations spend little time and money on development
- Customize coaching to meet each sales representative's needs
- Observe sales representatives through weekly ride-alongs
- Make necessary adjustments quickly and constructively

EXECUTION





Implement Sales Scorecard & Metrics

- Establish the appropriate sales metrics for your business
- Metrics should be both performance and behavioral based
- Your sales scorecard should be updated and communicated weekly
- Make adjustments quickly to increase your speed to revenue



Incorporate Sales Enablement Tools

- 9 out of 10 companies don't effectively use their CRM programs
- Industry specific, easy to use, and low cost CRM programs available
- Programs include Lead, Opportunity, and Account Management
- Adoption by all necessary users is critical to CRM effectiveness



Conduct Weekly Sales Meetings

- Schedule individual and sales team meetings every week
- Use the same date/time and agenda for each meeting
- Make sure everyone attends and comes prepared for meetings
- Highlight successes and discuss external/internal challenges

Call To Action

- ❑ Commit to improving sales effectiveness and efficiency
- ❑ Focus your organization on leading sales strategies
- ❑ Develop and implement time-bound sales processes
- ❑ Invest selectively in the success of your sales resources
- ❑ Execute with precision based on facts and improvement

ANY FINAL QUESTIONS?

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