









- 1. Two Foundations
  - Systems & Processes

Leverage







- 2. Entrepreneur Insight
  - Vision

Key People

Culture







- 3. Sales Management
  - Minimum standards

Recruiting

Coaching /Training







- 4. Sales
  - The Ultimate Definition
  - Backward Thinking

Pipeline Management

Touch System





# Ironman Lessons Learned



# jack DALY TOP 21 BOOKS

- 1. SCALING UP Verne Harnish
- 2. EXPONENTIAL ORGANIZATIONS Salim Ismail
- GOOD TO GREAT Jim Collins
- 4. GREAT BY CHOICE Jim Collins, Morten T. Hansen
- STEVE JOBS Walter Isaacson
- START WITH WHY Simon Sinek
- 7. ENDURANCE: SHACKLETON'S INCREDIBLE VOYAGE Alfred Lansing
- 8. HYPER SALES GROWTH Jack Dalv
- 9. GETTING NAKED Patrick Lencioni
- 10. GO GIVER Bob Burg, John David Mann
- 11. THE CHALLENGER SALE Matthew Dixon

- 12. THE EMYTH REVISITED Michael E. Gerber
- 13. DOUBLE DOUBLE Cameron Herold
- 14. THE SMALL BIG Steve Martin
- 15. DRIVE Daniel H. Pink
- DELIVERING HAPPINESS Tony Hsieh
- 17. NUTS Kevin Freiberg, Jackie Freiberg
- 18. MANAGING BY STORYING AROUND David M. Armstrong
- 19. CREATING COMPETITIVE ADVANTAGE Jaynie L. Smith, William G. Flanagan
- 20. **LEAN IN Sheryl Sandberg**
- THE PLATINUM RULE Tony Alessandra. Michael J. O'Connor

### THE JACKPOT Value Packages

#### - BEST BUY -



Coaching Companies DVD/CD Combo Culture by Design CD/DVD Combo Culture Case Study DVD Smart Selling DVD/CD Combo Jack Em Up DVD Combo Building a World Class Sales Organization CD Coaching Companies CD Smart Selling CD

Retail Value \$1,400

10 Jack Me Up Audio Coaching Companies Australia Live Daly Sales Motivators (Book) Coaching Companies (Book) Real World Sales Strategies That Work (Book) Real World Management Strategies That Work (Book) (ALL of Jack's Programs)

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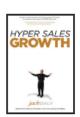
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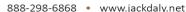






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# **CRACKERJACK SALES & LEADERSHIP TIPS**

21 tips to increase sales and profits

- Be unique from reception to voice mail.
- Never make a call without a purpose.
- Ask questions and listen.
- Selling is the transfer of trust.
- Never quote price until you establish value.
- Goals not in writing are dreams.
- 7. People like to buy, not be sold. Help them buy.
- Trust trumps price all day long.
   Things that get measured get done.
- 10. The best sales people are canned. Don't wing it.
- 11. Model the masters. Learn from the best.
- People are different. Sell accordingly.
- 13. We are what we think we are. Raise the bar!

#### LEADERSHIP

- Successful cultures need to be intentionally managed.
- 15. Hire slowly. Fire quickly.
- 16. Implement minimum standards of performance.
- Recruiting is a process, not an event.
- Start new hires with a celebration.
   Recognition "systems" are a must.
- 20. Coach on the field, not in the locker room.
- 21. Sales leaders grow salespeople; Salespeople grow



## **JACK OF ALL TRADES**

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Jack delivers explosive presentations that inspire audiences



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#### **Training Tools**

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#### Webcasts

How to effectively use Jack Daly's webcasts.



#### **Online University**

Jack Daly's Sales U helps anyone successfully sell in today's hyper-competitive climate.



#### Leverage Sales Coaching

We help you get sales right.



#### **CEO** Coaching

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#### Recruiting

We go way beyond place-ment to understand your industry and company.



#### **Hire Top Performers** Discover the science

behind the hire.



#### Open The Doors

Generate appointments so salespeople can focus on closing more sales.



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Use to hire the right person, revitalize current employees, build sound relationships.



#### **Touch System**

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#### Competitive Advantage

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#### **Off-Site Business Plan Facilitation**

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Willy Walker, Chairman and CEO, Walker & Dunlop

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