5 Keys to a High Performing Sales Team

Creating a Sales Managed Environment

Presented by
Tony Cole
Your company is perfectly designed for the results you are getting today.
#1 – Manage Performance

Skill Set Required:

Performance Mastery
The Performance Master

- Doesn’t Accept Mediocrity
- Has No Need For Approval
- Takes Responsibility
- Manages Behavior
- Asks Questions
- Inspects What is Expected
- Has Supportive Record Collection
## Eliminate Mediocrity: Raise the Bar

<table>
<thead>
<tr>
<th></th>
<th>Current Standards</th>
<th>New Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extraordinary</td>
<td>Exceeded Goal</td>
<td>Determined by Rep</td>
</tr>
<tr>
<td>Excellent</td>
<td>Achieve Goal</td>
<td>Determined by Rep</td>
</tr>
<tr>
<td>Good</td>
<td>Close to Goal</td>
<td>100% of Goal</td>
</tr>
<tr>
<td>Poor</td>
<td>Below Goal</td>
<td>93% of Goal</td>
</tr>
<tr>
<td>Failing</td>
<td>Mystification</td>
<td>Below 95% of Goal</td>
</tr>
</tbody>
</table>
If at first you don’t succeed, lower your expectations
Skill Set Required: **Motivator**
The Motivator

- Has Goals and a Plan
- Knows What Motivates Salespeople
- Gives Recognition
- Has Strong Self Image
- Has Good Bonding and Rapport
- Runs Effective Sales Meetings
- Doesn’t Accept Mediocrity
- Takes Responsibility
Personal Goals

Spiritual
Family
Health
Wealth
Things you want to do
Places you want to go
Wealth
Community
Emotional / Mental
Things you want to have
What you want to be
Mediocrity
Skill Set Required:

Effective Coaching
Coaching For Success: The Coach

- Prepares and Debriefs Sales Calls Effectively
- Handles Joint Sales Calls Effectively
- Asks Questions
- Has No Need for Approval
- Doesn’t Rescue the Salespeople
- Has an Effective Selling System
- Effective at Getting Commitments
- Consistently Coaches and Debriefs
- Has Record Collection that Supports Coaching
Prepare

Debrief
Map Your Sales Process

Analyze Effectiveness

Prospect  Qualified  Suspect

Closable  At Bat  Scored

BISA Webinar ©ACTGLLC 2012
#4 – Upgrade the Sales Force

Skill Set Required: **Recruiter**
Upgrading the Sales Force: The Recruiter

- Uses Correct Hiring Criteria
- Hires the Best Person for the Position
- Has No Need for Approval from Salespeople
- Has Good Bonding and Rapport
- Has Good Interviewing Skills
- Recruits Consistently
- Is a Good Decision Maker
- Record Collection Supports Recruiting
Hiring Criteria - Results

Generates 5 new sales per month
Average revenue per sale exceeds $_________
Leverages networking events
Exceeds production goals
B to C market selling high priced lifestyle products
Committed and passionate for sales success
Demonstrated ability to earn $__________
Re-sells 90%+ of all previous customers
• You’ve seen the job post: what makes you think you fit?

• How would I know?

• I have 5 other candidates...

• We’ll make our decision on ______ if you don’t hear from us...

Interviewing Questions

• Did they close you?

• Did they establish rapport?

• Did they ask you questions?

• Did they engage?
#5 – Sales Growth with Data

Skill Set Required: Mentoring
The Mentor

- Has Strong Self Image
- Is Effective When Asking Questions
- Is Effective at Handling People
- Is Effective at Listening
- Doesn’t Accept Mediocrity
- Takes Responsibility
- Is a Flexible Thinker

Record Collection Supports Growing People
Close More Business
More Quickly
At Higher Margins
Closing More Analysis

What choke point is impacting closing ratio the most?

- Differentiating Our “Brand”
- Establishing “Real” Budget
- Qualifying “Real” Buyers vs. Shoppers
- Differentiating Our Store
- Making Contact
- Solving the Problem
- Presenting, Not Closing
- Closable
- Qualified
- Suspect
- Prospect
- Scored
More Quickly

What to focus on

- When did we create the opportunity?
- Did we follow the sales process?
- Did we effectively execute the sales process?

What to measure

- Time from opportunity to time of closing presentation
- Time from closing presentation to revenue
At Higher Margins

Do You Know The...
- Revenue per person
- Cost to market
- Profitability of BOB
- Profitability of the different business units that make up their revenue flow?

Are You Applying the Pareto Principle?

You Must:
- Create a system that measures margin
- Communicate profitability
- Sell to top 20%
- Change bottom 20%
Summary

- Manage Performance
- Motivate
- Upgrade
- Coach
- Mentor
Additional Resources

**eBooks:**
9 Keys For Successful Sales Coaching
Why is Selling So Damn Hard

Sign up For Sales Brew:
www.anthonycoletraining.com
Thank You!

Anthony Cole Training Group
(877) 635-5371
www.anthonycoletraining.com

Tony’s blog:
www.blog.anthonycoletraining.com

Book: *Resurrecting Anthony*
by Linda & Tony Cole:
www.resurrectinganthony.com