

Upgrade Your Sales Force



Building a Sales Managed Environment®

1. Setting Standards & Accountability
2. Motivation that Works
3. Coaching for Success
- 4. Upgrading & Recruiting**
5. Growing by the Numbers

Clifton COLLINS, JR. Cheech MARIN Moises ARIAS Jake T. AUSTIN Jansen PANETTIERE

The Perfect Game

BASED ON A TRUE STORY



Dream for the fences.

Your recruiting, onboarding and training process is perfectly designed for the results you are getting today

LIONSGATE presents in association with PRELUDE PICTURES "THE PERFECT GAME" featuring CHEECH MARIN, MOISES ARIAS, JAKE T. AUSTIN, CLIFTON COLLINS, JR., JANSSEN PANETTIERE and TONY DANZA. WRITTEN BY WILLIAM BRADLEY. DIRECTED BY WILLIAM BRADLEY. CASTING BY JAMES M. HARRIS. COSTUME DESIGNER: JESSICA GARDNER. MUSIC BY MICHAEL D. GARDNER. EDITOR: WILLIAM BRADLEY. EXECUTIVE PRODUCERS: JAMES M. HARRIS, JAMES M. HARRIS, JAMES M. HARRIS. PRODUCED BY WILLIAM BRADLEY. WRITTEN BY WILLIAM BRADLEY. DIRECTED BY WILLIAM BRADLEY.

PRELUDE



COMING SOON TO THEATERS



LIONSGATE

Upgrading & Recruiting

Profile

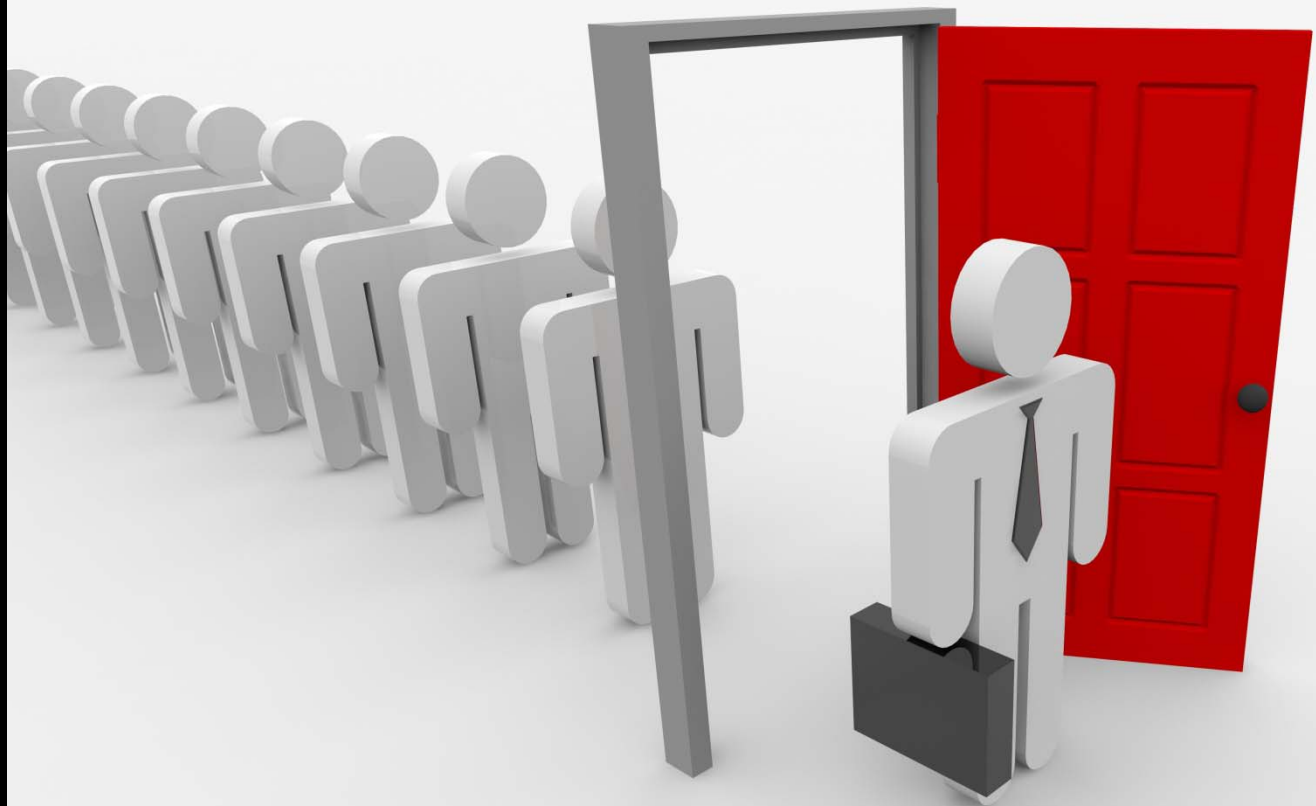
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Assess

Qualify

Interview

On-board



What Results Would You Hire if You Could?

Criteria	Standard
Annual New Business Generation	
Annual Revenue Handled	
Team Success	
Individual Performance	
Team Player	
Account Size – Average Revenue	
Leadership Qualities	
Coaching Skills / Results	
Intellectual Competencies / Results	
Closing Skills / Results	
Communication / Relationship Results	

Crucial Elements:

- Desire
- Commitment
- Outlook
- Responsibility

Major Performance Factors

- Need for Approval
- Record Collection
- Buy Cycle
- Money Issues

What outcomes would you hire?

What 'must' they be able to do?

What is critical to their success?

What strategy must they execute?

What skills must they command?

What success must they have?

What income have they earned?

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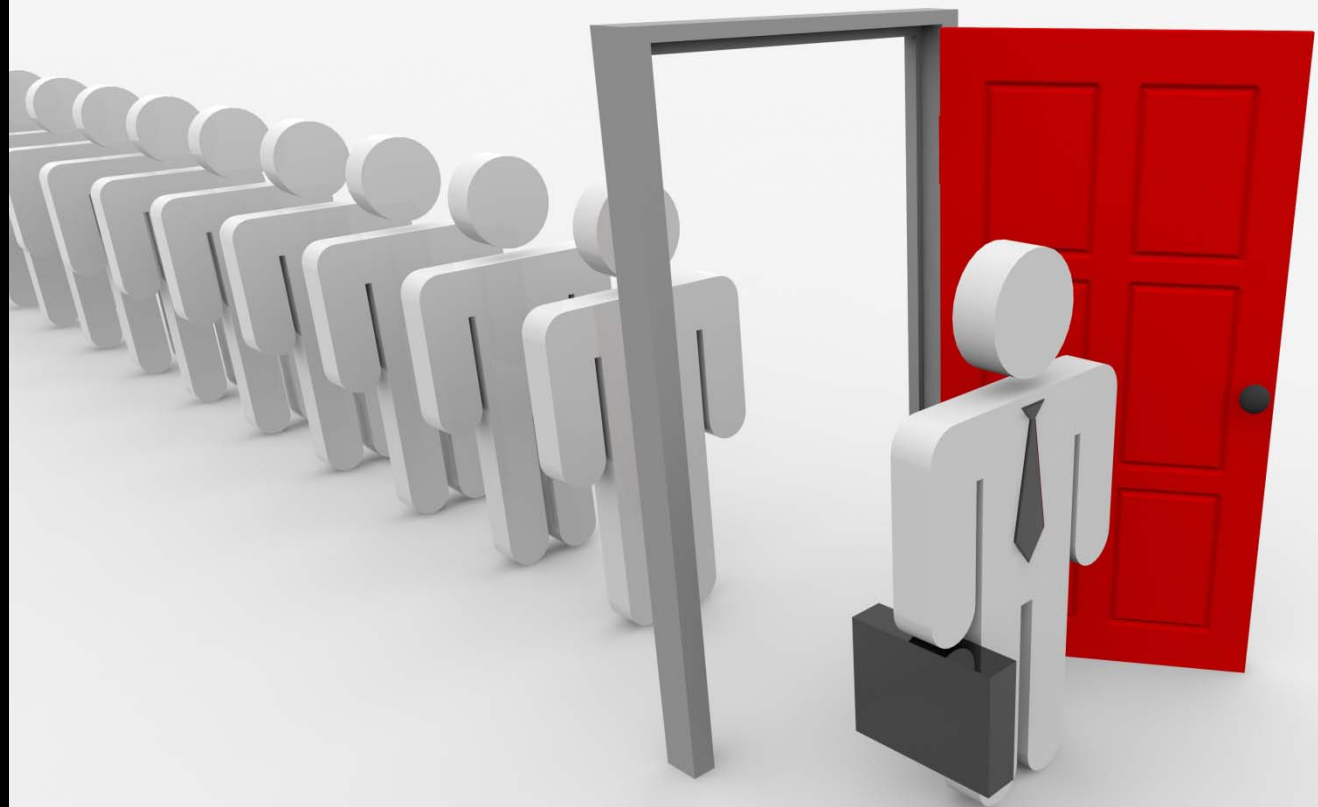
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Communicating Your Profile

You MUST have prior success...

You MUST be...

SAMPLE

You must have prior success calling on business owners of small to medium size companies, in a highly competitive market, selling high end, custom-engineered solutions.

You must have strong closing skills and be willing to prospect. You should have good phone skills, exceptional listening skills and above average problem solving ability. Working knowledge of financial products and services very helpful.

You must have prior income of at least \$100,000.

Why a Pipeline?

- Why are people leaving?
- If your business plan required that you hire 3 new people...?
- How many will leave over the next 12 months?
- How replaceable is your most valuable employee?
- Who is holding you hostage?
- When was the last time you hired someone that you couldn't afford?
- When was the last time you hired someone when you didn't have a spot for them?
- What happened when a spot came open and no one was there to fill it?

Recruiting Activity and Pipeline

Participant	Networking	Current Employees	Former Employees	Providers	Leads Generated
Moe	1	0	0	2	2
Larry	2	0	0	1	1
Curley	3	0	0	0	1
Shemp	0	2	2	0	2
Total	6	2	2	3	6

Upgrading & Recruiting

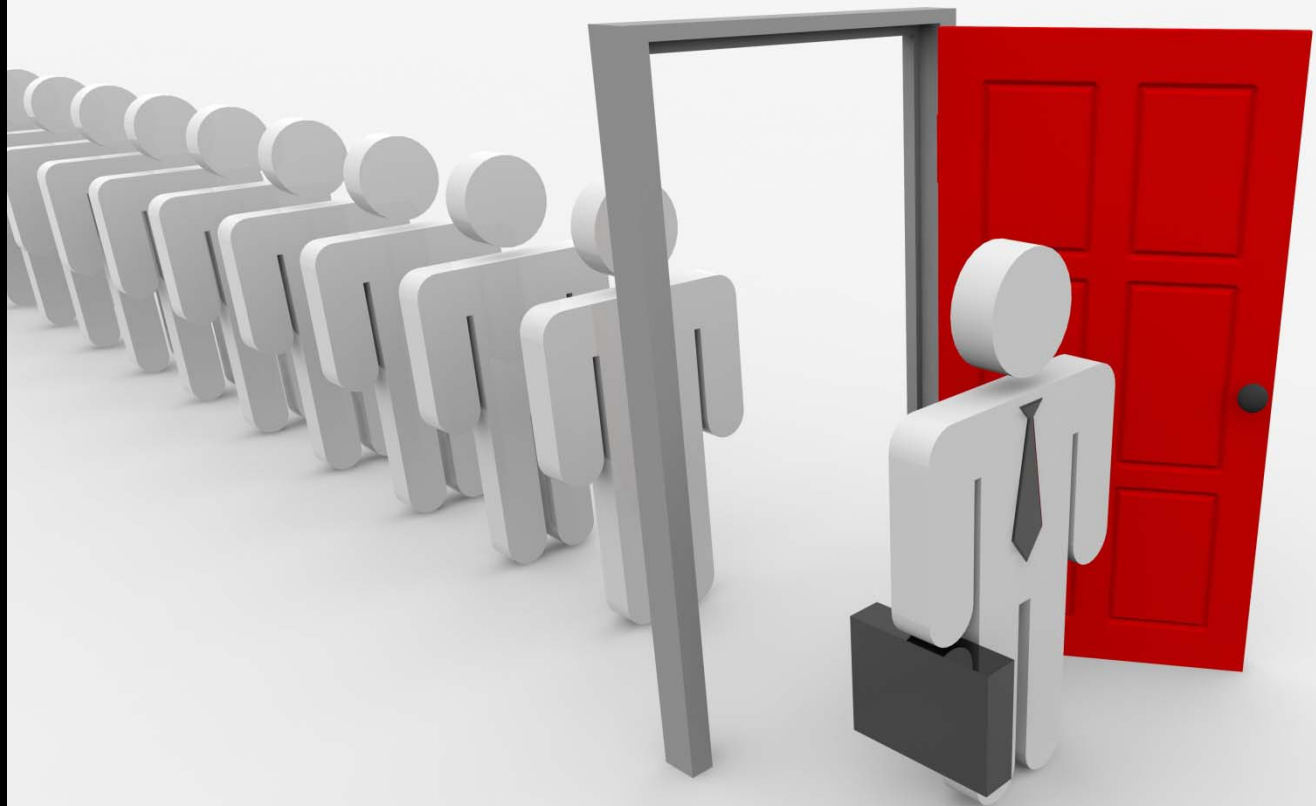
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Why Assess?

COMPATIBILITY WITH YOUR PROFILE				
Match	Key	Topic	Your Requirements	Candidate's Experience
YES		Primary Market	<ul style="list-style-type: none"> • Corporate/Industrial • Small Business companies/ Professional Office • Institutional 	<ul style="list-style-type: none"> • Corporate/Industrial • Residential • Small Business companies/ Professional Office • Institutional
YES		Prospects by Title	<ul style="list-style-type: none"> • President or Owner • VP or top administrator • Technical end user 	<ul style="list-style-type: none"> • President or Owner • VP or top administrator • Technical end user • Husband and wife
YES		Need vs Want	<ul style="list-style-type: none"> • Need and want • Need but don't want • Do not need but want 	<ul style="list-style-type: none"> • Need and want • Do not need but want
NO		Competition	<ul style="list-style-type: none"> • Three to five 	<ul style="list-style-type: none"> • More than five
YES		Pricing	<ul style="list-style-type: none"> • Higher than the competition • On par with the competition • Lower than the competition 	<ul style="list-style-type: none"> • On par with the competition
YES		Money	<ul style="list-style-type: none"> • Between \$25K and \$250K • Above \$250K 	<ul style="list-style-type: none"> • Between \$1K and \$25K • Above \$250K
YES		Product Sold	<ul style="list-style-type: none"> • Custom engineered solutions • Conceptual services • Products one can demonstrate • Commodities 	<ul style="list-style-type: none"> • Custom engineered solutions • Commodities
NO		Sell Cycle	<ul style="list-style-type: none"> • Three to six months • More than 6 months 	<ul style="list-style-type: none"> • A two to three call close
<p>Ben Sellingis compatible with 89 % of your company's additional criteria for an ideal salesperson. When the percentage of compatibility is high, the ramp up time is reduced considerably. While compatibility should not be confused with <i>whether</i> Ben Selling <i>will sell</i>, it will <i>impact</i> Benjamin's performance. (Items with an asterisk '*' are your key criteria.).</p>				

Do You Need to Know This?

<u>SUMMARY OF FINDINGS</u>	Strength	Weakness
Crucial Elements		
Desire	✓	
Commitment	✓	
Responsibility	✓	
Outlook		✓
Other Important Findings		
Enjoys Selling	✓	
Money Motivated	✓	
Major Weaknesses		
Need for Approval		✓
Controls Emotions	✓	
Record Collection		✓
Buy Cycle		✓
Money Weaknesses		✓
Recommendations		
Trainable	✓	
Compatible	✓	
Will Sell		✓
Hirable		No
Potential For Growth		75%
Sales Quotient		93

If You Knew, Would You Hire?

SKILLS Learned Skills	PERFORMANCE ISSUES Likely Problems the Candidate will Experience
<ul style="list-style-type: none"> •Asks for the Business •Good Time and Organizational Ability •Prospects Consistently •Consistently Uncovers the Real Budget •Gets Past Gatekeepers 	<ul style="list-style-type: none"> •Likely to be Ineffective With Prospects That Wish To Comparison Shop •Likely to be Ineffective With Prospects That Wish To Think it Over •Making Unqualified Presentations •Wastes Time Due to Ineffective Selling System •Not Being Able to Control the Selling Process •Not Getting Prospects to Agree to Make a Decision •Not Developing Bonding and Rapport Early Enough •Not Handling People Correctly •Inappropriate Follow Up •Not Getting Referrals •Wasting Time With Unqualified Prospects
<p>Jason has 24% of the possible skills for which we screen.</p>	<p>Jason will likely have 42% of the possible problems for which we screen.</p>

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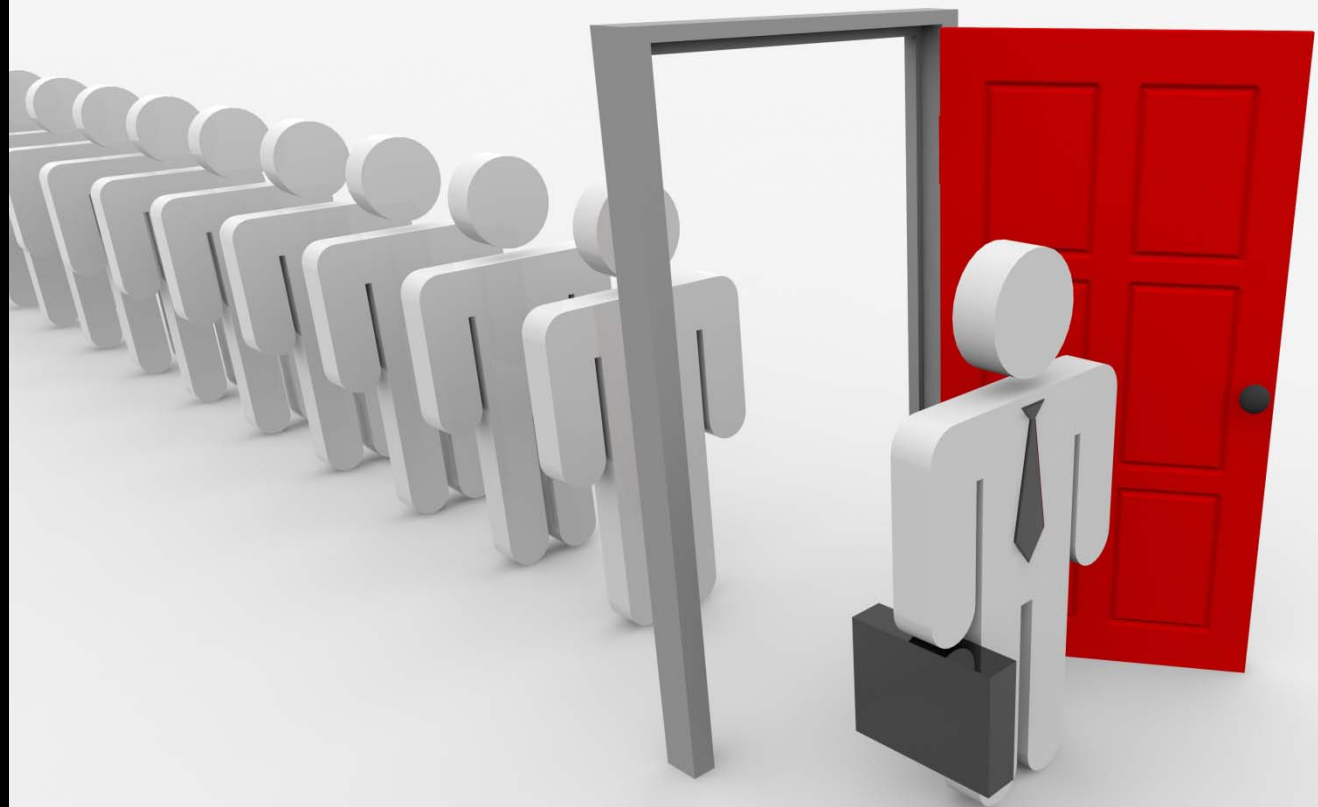
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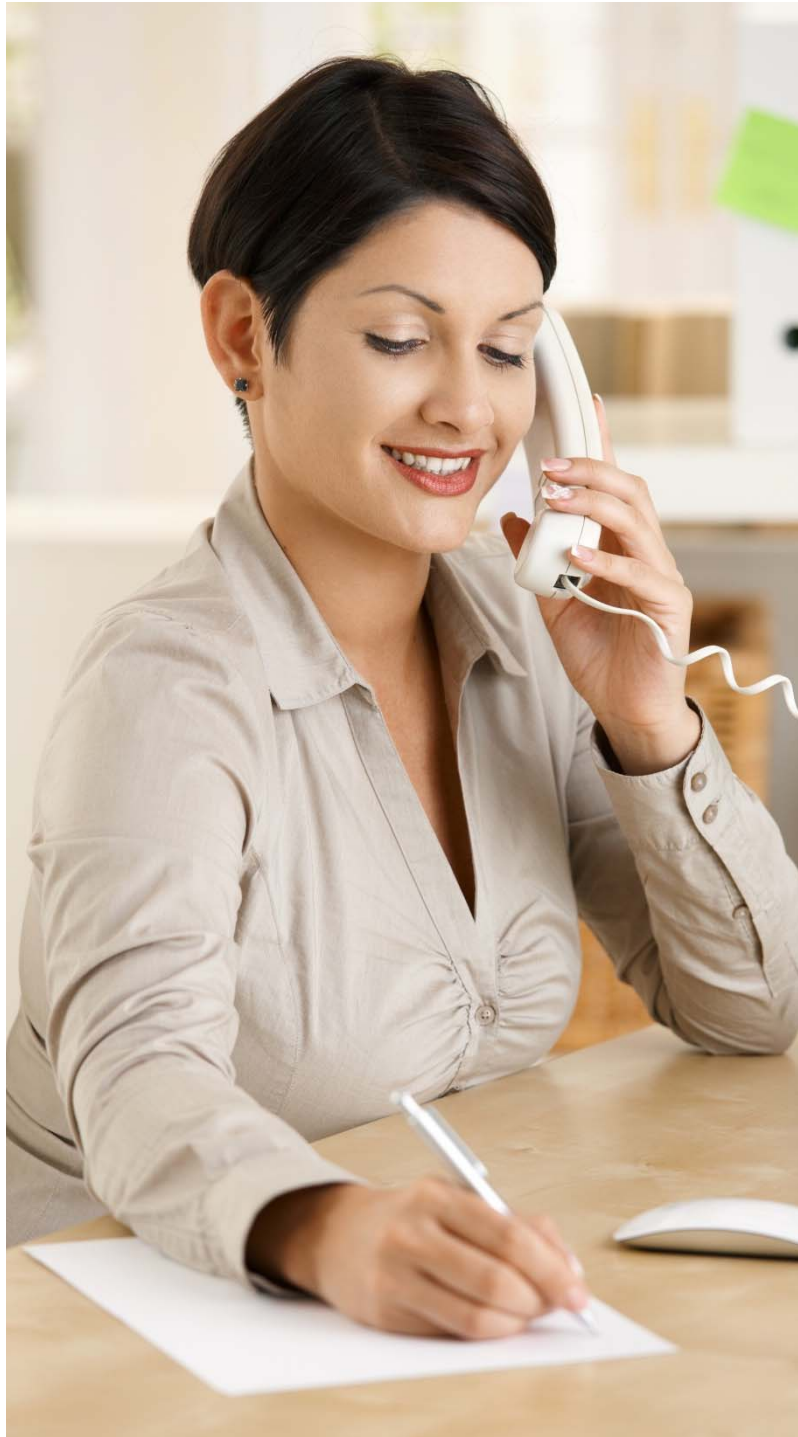
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The 5-Minute Interview

**You must have
a script and
a scorecard
for the
5-minute
interview.**

5-Minute Highlights

Questions	Points (0 – 1)
You've see the job description, what makes you think you fit?	
We need someone that is a (hunter, qualifier, etc). Is that you?	
How would I know?	
I don't see anything on the resume about _____, how come?	
I have 5 other candidates for this position, why should I interview you?	
On Tuesday we'll decide who we invite back for interviews. If you hear from us, then we'll set a time to meet. If you don't hear from us, we decided that there wasn't a match between what we need and your work history. Ok?	
Qualifying you – If they fail to ask you questions or attempt to control the interview, subtract a point.	
Close for an appointment – if the candidate fails to keep you on the phone after the appointment closing comment – minus 1 point, if they do try to close, then add 2 points	

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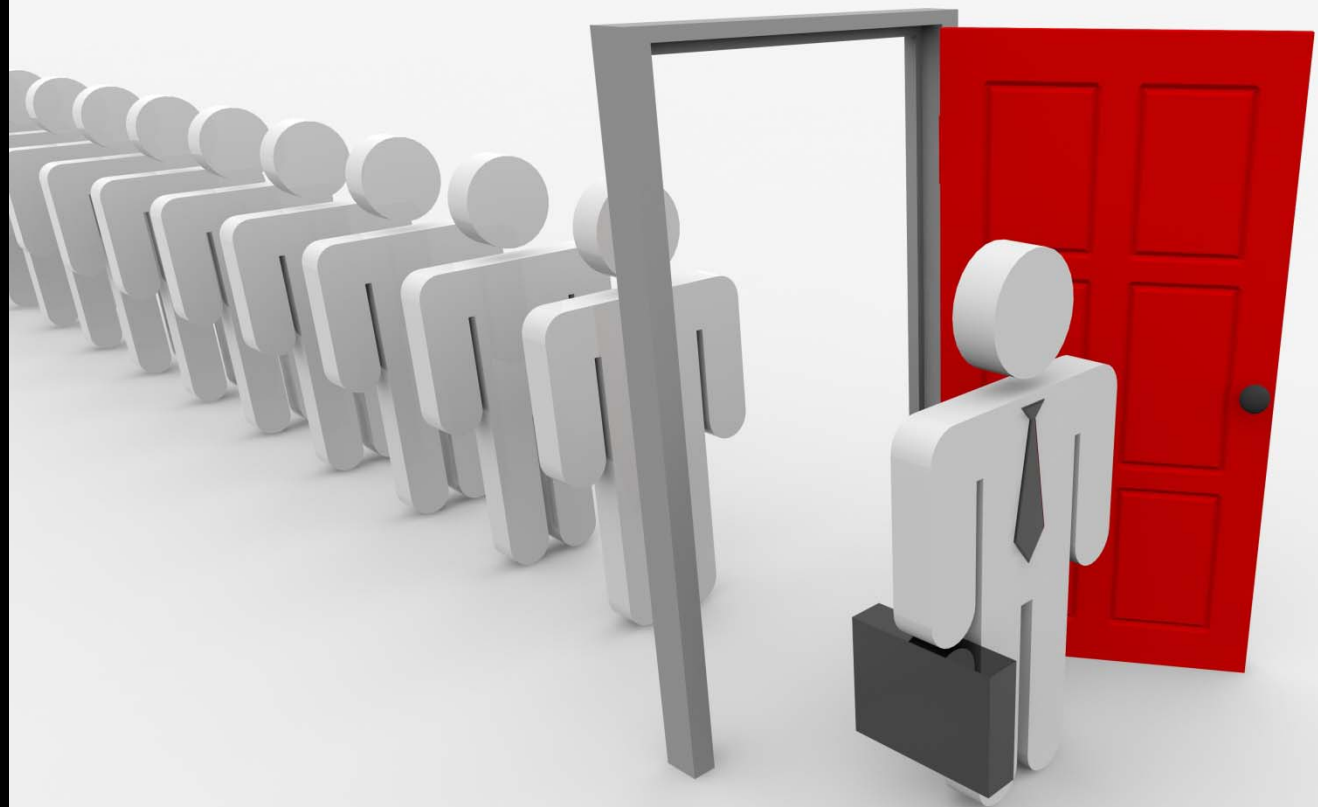
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Behavioral Questions

What questions are you going to ask to find...?

- Makes excuses
- Lack of commitment
- Killer instinct
- Uncomfortable about money
- Outlook
- Difficulty recovering from rejection
- Desire
- Too trusting



The Best Interviewing Questions - Sample

Problem	Question	What to Listen for
Makes Excuses	What is your goal for new sales over the next 12 months? What keeps you from increasing that number by say 50 to 100%?	Anything that starts with “I”
	In your current sales situation when you don't get a sale, how come?	I didn't - - - -
	What's the worst year you've had in sales? What happened?	Listen for excuses.
Lack of Commitment	Explain to me how you are committed to success in sales. Why should I hire you?	The answer you are looking for is, “Maybe you shouldn't”. Watch how they behave. Do they become flustered with this tough question? Do they get defensive?
	Tell me about something that you committed to do and failed. How did that make you feel?	You want to find someone that doesn't get emotionally involved. If they can stay cool here they can stay cool in a tough phone sales situation.

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On-boarding Quick Test

On-Boarding Activity	Yes/No	Rate Performance 1-10
Comprehensive Product Training		
Operational Training		
Competitive Information		
Company Ideology, Mission and Vision		
Organizational Structure		
Sales Training		
Coaching Time		
Accountability Process		
Contact List		
Joint Calls		
Goals and Planning		
Sales & Activity Tracking		
Pre and Post Call Strategy		
Pipeline Development		
Debriefing of Calls		

Answer These Questions for Your New People



What are all of the problems we solve?
Why are we better?
What is our brand promise?
How do we position ourselves in the marketplace?
Who are our customers?
How do we get to them?
Why will they see me?
What does the first call sound like?
What is our sales process?
What are the questions I should be asking?
What kind of resistance should I expect?
What kind of objections will I hear?
How do I handle those objections?
How do we sell against our competitors?
What are their strengths and weaknesses?
How do you want me presenting our solutions?
How are our prices compared with the competition?
How do we justify our prices?

OFFER: Express Screen Mini-License

Go to **www.anthonycollectiontraining.com**

Go to Solutions/Sales Assessment

Fill out form on the left hand column

You will be contacted within 48 hours

Mini-Screen Pricing:

- Up to 3 SP hired \$5,000
- 4 to 6 SP hired \$7,500
- 7 to 10 SP hired \$10,000

If we can help...

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