

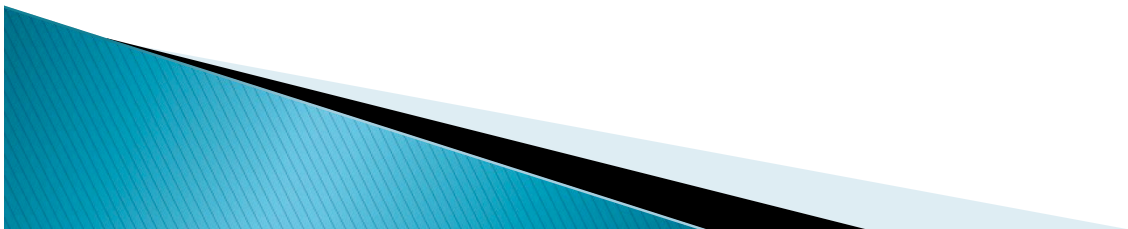
“Building the 21st Century Sales Force”

- ▶ Presented by:
- ▶ Troy Harrison
- ▶ Salesforce Solutions

The Sales Profession is in Trouble!

Salespeople Can Be Divided into Three Categories.

- The Inert
- The Devaluers
- The Superstars



The Changing World of Selling




Old Tactics Don't Work!

- We make customers uncomfortable.
- Old, manipulative sales tactics.
- Customers can buy WITHOUT US.
- We must make the buying experience BETTER.
- The Internet – New Competitor

Our Objectives



- ▶ High Achieving Sales Team
- ▶ Sales Force Stability (low turnover)
- ▶ Consistent, Profitable Growth
- ▶ Quality Representation (face of the company)
- ▶ Happy Customers
- ▶ Good Internal and External Relationships
- ▶ Champion our Cause Throughout Market

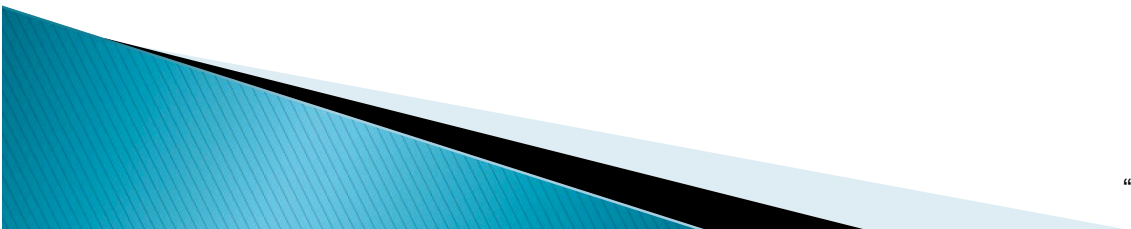


"Sell Like You Mean It!"

Building a 21st Century Sales Force



- ▶ Retrain for the New Sales Burden
- ▶ Hire Smarter and More Effectively
- ▶ Update Your Management Style

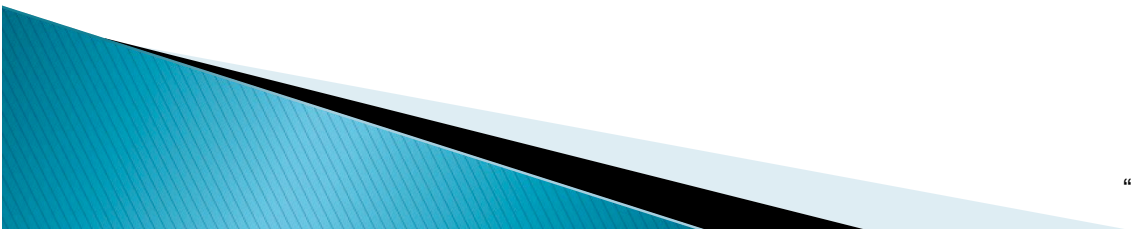


"Sell Like You Mean It!"

The New Sales Burden



- ▶ The Internet has Changed the Customer Experience
- ▶ Salespeople now must bring value **through the sales call itself**
- ▶ Comprehensive Questioning and Use of Expertise rather than product pitches

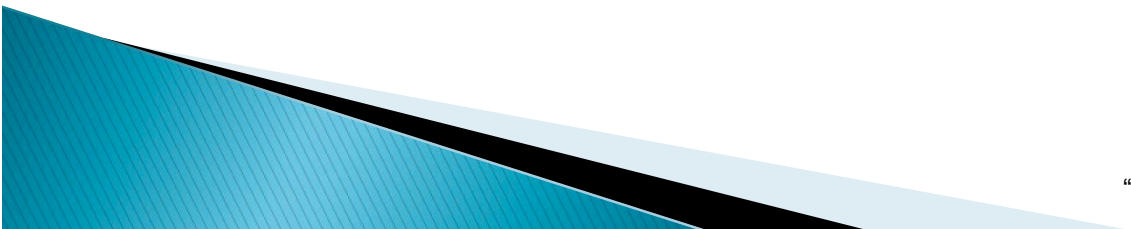


"Sell Like You Mean It!"

The Internet's Influence



- ▶ Customers seek CONTROL over their environment
- ▶ The Internet allows Control
- ▶ Product Information at the fingertips

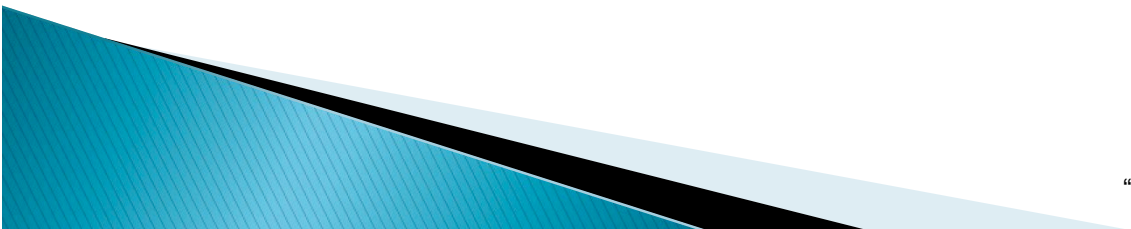


"Sell Like You Mean It!"

Bringing Value Through The Call



- ▶ Bring IDEAS to the customer
- ▶ Help the customer win through information
- ▶ Help customers solve problems – EVEN if it's not your area



"Sell Like You Mean It!"

Building Real Relationships



- ▶ 3 levels of Customer Relationships
- ▶ Should always be moving the relationship toward Loyal Customer level
- ▶ Coordinate contacts to move the relationship forward on every contact and 'touch'

Hire Smart!



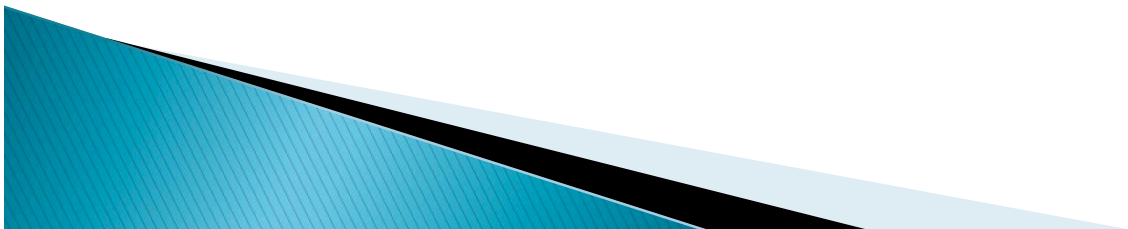
Successfully Hiring
Salespeople is NOT
AN ART –

It is a **SCIENCE!**

Hire as a Marketing Project



- ◆ Sales Hiring is a MARKETING project – not an HR project
- ◆ Use good advertising to compete for candidates
- ◆ Build a LARGE applicant pool
- ◆ Build a People Bank



Hire for 3-5 Year Cycles

- ▶ Salespeople change jobs every 3–5 years
- ▶ We must build our jobs for success and profit within 3 years
- ▶ Most salespeople reach profitability in 13 months
- ▶ Max Productivity – year 3 or 4

#1 Cause of Failed Hire

IGNORING RED FLAGS!

People will show
you or tell you how
they will fail – are
you paying
attention?



Update Management Skills!



- ▶ Manage by Selling
- ▶ Think Through Your Rules
- ▶ Coach for Success

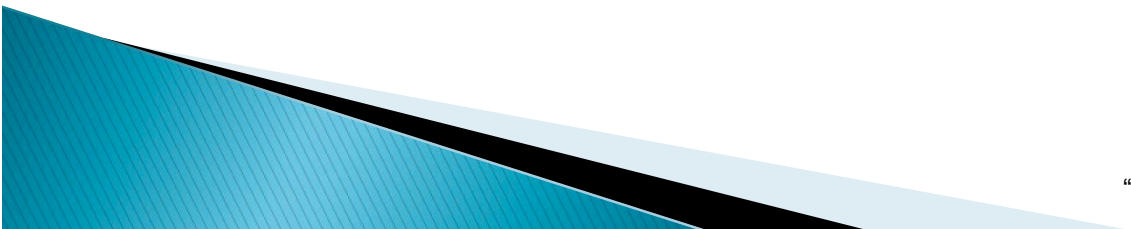


"Sell Like You Mean It!"

Managing By Selling



- ▶ Nobody likes to be dictated to!
- ▶ Sell viewpoints and changes
- ▶ Use selling process and skills
- ▶ Build relationships like you build customer relationships



"Sell Like You Mean It!"

Think Through Your Rules



- ▶ We have to have rules – but are yours meaningful?
- ▶ Be prepared to explain them

Coaching Sales Activity

- ▶ Share the field of battle/observe
- ▶ DO NOT SELL or try to win the sale! LET THEM FAIL if necessary. One lost sale now is less important than future wins.
- ▶ Be an impartial observer.
- ▶ DO NOT view through the prism of what YOU would do.

Coaching Sales Activity

- ▶ Watch the CUSTOMER for actions/reactions.
- ▶ Are the salesperson's actions and words creating appropriate reactions from the customer?
- ▶ Note areas where the customer reacts in a way that hinders the progression of the sale.
- ▶ Note inappropriate words/body language

Coaching Sales Activity

- ▶ Were the right questions asked and statements made?
- ▶ Evaluate call against the stated call objectives – were they realized?
- ▶ Did the Customer give positive signals to continue selling process?
- ▶ Is the salesperson pushing without customer encouragement?

The Rewards

- ▶ Changing Sales Rep Behavior is nearly always cheaper and more profitable than hiring and firing.
- ▶ There is NOTHING more rewarding than being able to positively affect someone's career!

Where do you Go From Here?

- ▶ Buy the book! Books and videos on sale here.
- ▶ Troy is available to work with your sales teams on any coaching, consulting, training, or recruiting opportunities.

**Question/Answer Period –
Thank You for attending!**

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