



Meet Kate Kingston

Kate Kingston, President & Founder of the Kingston Training Group has been exclusively educating business technology sales executives on every type of prospect across 60+ industries and how they proprietarily use technology for the last 18 years. This knowledge is the cornerstone of KTG's prospecting training and empowers the sales executive to schedule more net new meetings at the C-Level with a vertical focus through foot, phone, email, and social media to (money - back) guarantee at least a sustainable 50% increase in net new meetings so they can sell more Hardware, Software, Document Management, Managed IT, MPS, MS, ECM, 3D, Supplies, Telecom, and Mailing solutions across your entire salesforce. This results in a sales force that can recommend the right technology infrastructure solutions by enhancing their understanding of their prospect's business creating more robust proposals and sales.


Kate is a recognized as an authority on lead generation, recruiting new hires from a prospecting skill base prospective, and new business development. Kate is a sales-driven, energized communicator. She uses humor, audience participation, proven techniques, handouts and real time phone calls in her training sessions.

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1



**Diane Waltemath; founder
Performance Now LLC**

A strategic development & performance management company, focusing on operations, administration, and financial controls

Diane brings an executive background in technology services and solutions. She is the founder of Performance Now LLC and has been consulting in the market for almost 4 years.

Experienced growth: \$35M > \$250M

Areas of Expertise

- Contracts
- Leasing
- Operations
- Billing
- Cash & AR, AP
- Customer Integration & Change Management
- Inventory
- Workflow, process, and systems



2

According to Howard Stevens in *Achieve Sales Excellence*, more than 50% of U.S. college graduates, regardless of their majors, are likely to work in sales.

3

Be certain about Who you are looking for?

The Seasoned Vet	The Natural
<ul style="list-style-type: none"> ▶ 7+ years in the industry ▶ Currently Employed ▶ Relocation Factor ▶ Your Market Opportunities ▶ 6 figure base ▶ Sales Support & formalized Ops ▶ Identifying & Courting 	<ul style="list-style-type: none"> ▶ NEW or < 5 years in industry ▶ Hire for Smarts, Passion, and Skill ▶ Develop Internal Recruiting ▶ Growth opportunities Exist in your Market ▶ Low base requirement ▶ Flexible with developing systems ▶ Open Season for the Natural



4

What to look for....

The 5 Characteristics of Grit

1. Courage
2. Conscientiousness: *Achievement Oriented* vs. Dependable.
3. *Long-Term Goals* and Endurance: Follow Through.
4. **Resilience** = Optimism, Confidence, and Creativity.
5. Excellence (*not perfection*)

A Sales Professional with Traction!

- ✓ Great Product
- ✓ Branding
- ✓ Connecting(ions)
- ✓ Things that Don't Scale, "the nudge"
- ✓ Create Content
- ✓ Think outside the Box

Intelligence, Resilience, Coachability, Communication, Commitment!





7

What Personal Qualities Make a Good Salesperson

- ✓ **Resilience:** Someone who bounces back from rejection
- ✓ **Urgency:** A competitive character who wants to get on with things
- ✓ **Persuasiveness:** Someone who wants to bring people round to their point of view
- ✓ **Assertiveness:** A person who makes their point firmly but without aggression
- ✓ **Sociability:** Someone who's friendly and bonds well with others
- ✓ **Enthusiasm:** Someone who really wants to sell your products
- ✓ **Self-Motivation:** Someone with the initiative, drive and ambition to find and close deals for you

8



**Building
Your Job
Description**

9



**Dealership Unique
Selling Sheet**

10

K&S

Create your dealership Unique Sale Sheet

Having the candidate tell you why they want to work for your dealership is just one side of the equation. Communicating the unique differentiators of your dealership as a way to sway them to continuing their investigation of why they make a career switch to part of good hiring practices. Remember they are interviewing you as well.

Defining what's unique about the job position and your dealership:

- Describe the stability of your organization _____

- How many years has your dealership been in business? _____
- Is it family owned – multigeneration or Employee owned? _____
- Tenure of your employees _____
- Tenure of your technicians _____
- What type of sales support are you offering? _____

- How many different solutions does your dealership offer? _____

- Customer retention rate _____
- Turnaround on a service call _____
- Dollar amount of products in the technician's truck _____
- Dollar amount of product in the warehouse _____
- Are calls picked up live by a customer service rep? _____
- How does the dealership support your community? _____

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- What charities do you work with? _____

- What is your dealership's management style? _____

- What are the available territories open for this position? _____

- Current client base expectations _____
- Your competitors _____
- Sample week schedule _____
- Flexibility in work schedules _____
- Salary offering _____
- Bonus options for sign-on to yearly _____
- Health care benefits _____
- Career growth Opportunity _____
- Vacation (PTO) Package _____

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11

Creating Your Job Posting

Steps to Take When Creating Your Job Posting

Step 1: Add your company description

Step 2: Add job description
We are looking for a Sales Account Executives. This is a lucrative growth opportunity for someone with a superior work ethic and an outgoing personality.

Step 3: Add job responsibilities
What you will be doing:

- Developing new business by identifying and qualifying potential accounts including prospecting and selling to competitive prospective clients.
- Building ongoing customer relationship development including expanding sales in existing accounts by introducing new products and services
- Maintaining sales contact database
- Remains knowledgeable and up to date on changes and developments in our product lines and industry.

Step 3: Add desired job applicant characteristics and qualifications
What we are looking for in a candidate:

- Self-Direction/ Accountability Initiative / self-motivated - self-confident - not fazed by objection - creative - persuasive - and competitive and able to self-manage your day
- Take Pride In What You Do: Provide individual service with a personal touch to customers; make them LOVE you!

Experience and Qualifications

- High School Diploma, BA/BS degree in Business Administration, Sales or relevant field; or 2-5 years of related experience and/or training; or equivalent combination of education and experience.

Step 4: Add job benefit package / salary (potential salary for commission-based positions)

- Benefits
- After _____ days, accrue paid time off
- After _____ days, eligible for 401K, health benefits (Medical, Dental, Vision & Life)
- Supplemental Insurance Options Available
- Paid holidays
- Uncapped commissions

Step 5: Add closing statement
(Insert company name) is an equal opportunity employer and does not discriminate or allow discrimination based on race, color, religion, gender, age, national origin, citizenship, disability, veteran status or any other classification protected by federal, state, or local law. (Insert company name) promotes affirmative action for minorities, women, disabled persons, and veterans.

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12

Provide Set of Outcomes in the Job Requirement

1. Market share territory growth for net new and with monthly sales forecast that is 90% accurate.
2. What percent current customer engagement and upgrades should they be expected to achieve
3. CRM content development.

13

What To Say When You Call, Text or Email Them

14

"Hey (Insert their name) , this is (Insert your name) from (Insert your dealership name) . I follow your company's successes and admire (Insert tidbit) and I'm hoping you could help me out. Since you are part of an incredible sales team and we're trying to hire high performing sales executives like you. Would you be willing to hop on a call with me this week and tell me what you were looking for when you joined your company?"

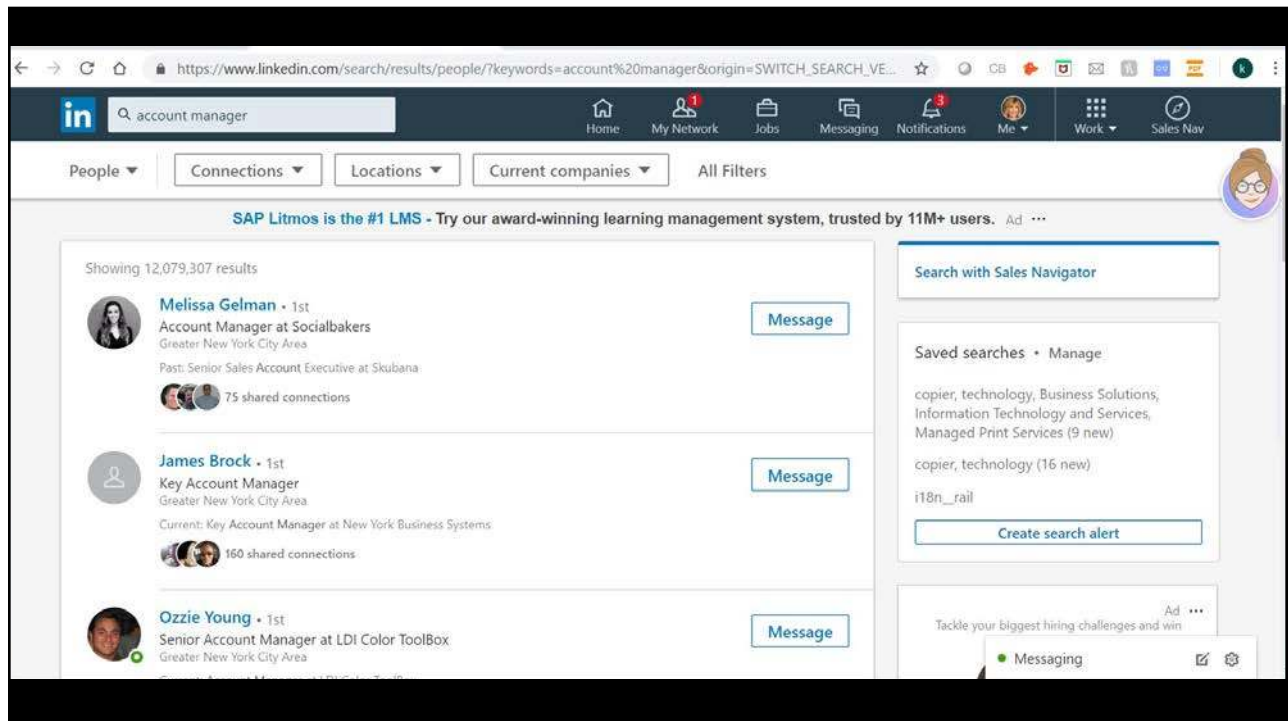
Most reps will be flattered and take the call. Use that opportunity to explore whether or not they'd be a good fit. If it seems like a match, be upfront. Say:

"This might sound my hope but is there any chance you'd consider joining our company? You're exactly what we're looking for."

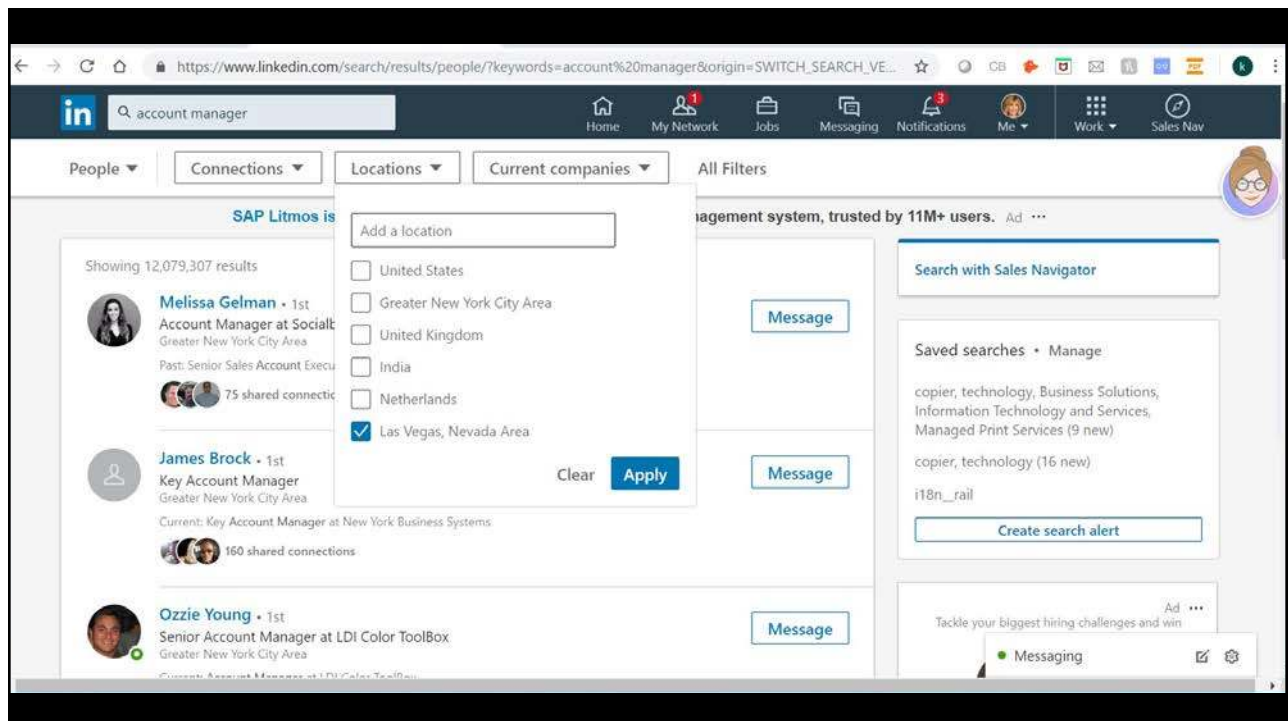
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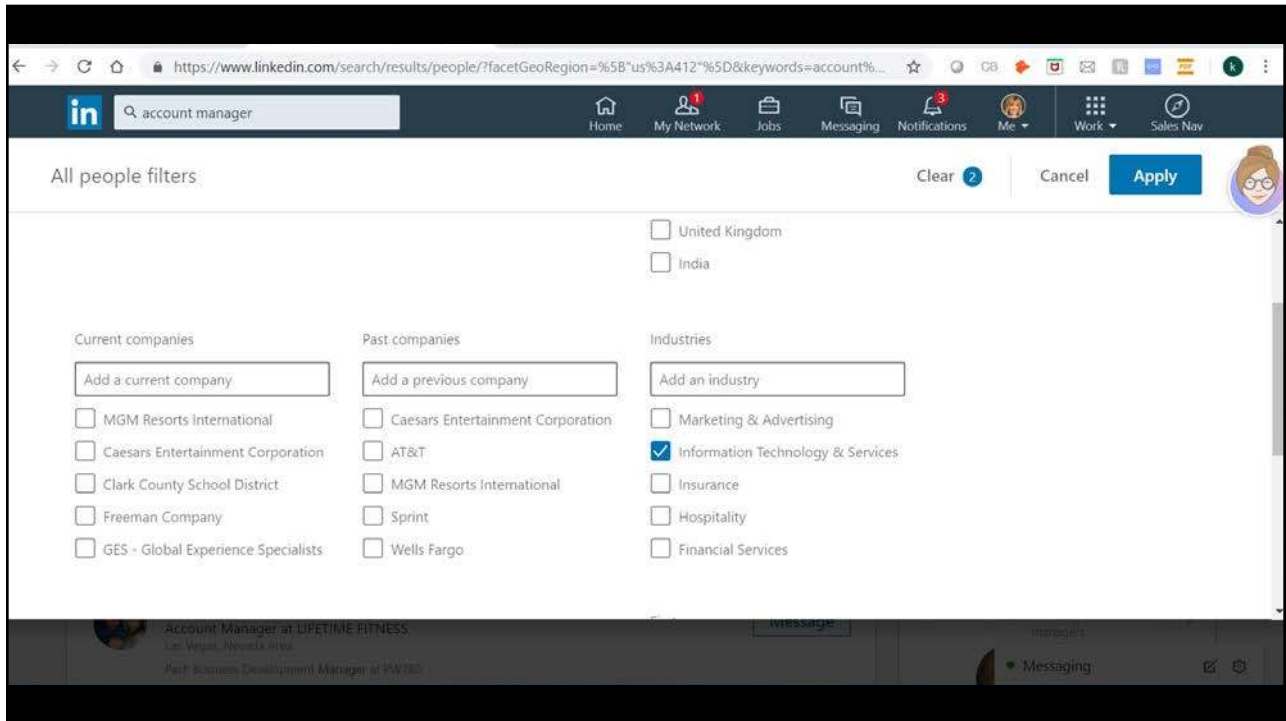
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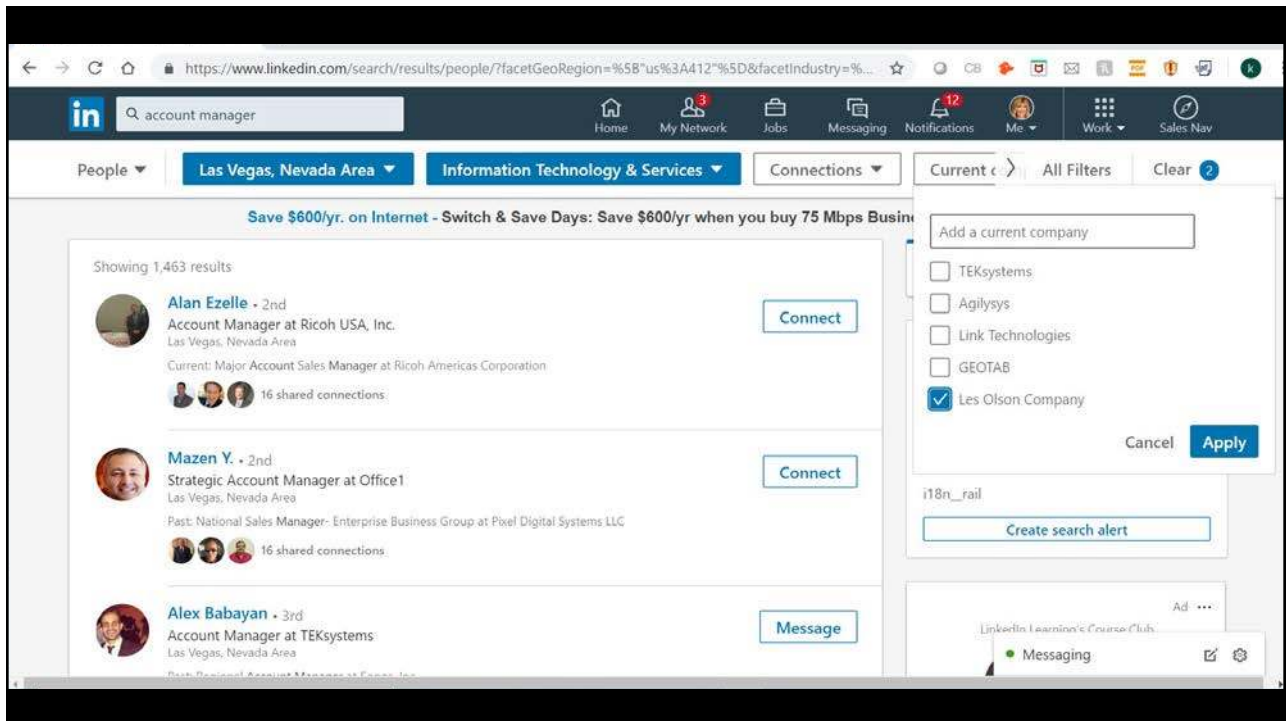
17



18



19



20

21

Hi (*Insert their name*),

My name is (*Insert your name*), I am VP of Sales at (*Insert dealership name*) here in (*Insert location*). I was on your LinkedIn profile and was impressed to see that (*Insert an interesting tidbit from their profile*). I wanted your input because my dealership is ready to add additional successful outside sales executives that are for looking for a company culture of caring for the client and providing the best sales support and resources coupled with the highest commission structure in the industry.

I would value your insight on what factors helped you decide on working with your current company. Would (*Insert date and time*) work for a 5-minute call?

22

Where to Source Candidates?

Traditional

- ▶ Job Boards
- ▶ Recruiters
- ▶ Industry Recruiters; Copier Careers

Outside the Box

- ▶ Hunting the competition
- ▶ Adjacent Markets
- ▶ Value partners; TAG



23



Variety of dealer centric services; notably IT sales recruitment, IT sales process, and coaching



"We connect future-focused copier channel employers with experienced sales, technical, management, and back office candidates"

Over 60 percent of our clients have worked with us on retainer for 13+ years

**serving the office technology industry since 1985!*



24

Adjacent Markets

- ▶ Enterprise Car Rental
- ▶ Former Military
- ▶ Verizon/ Broadview Networks - Telecom
- ▶ Technology Companies - google top sales companies and insert your city and you will get a list of companies that you can search for in LinkedIn
- ▶ Solar panel sales -
- ▶ Pharmaceutical Sales
- ▶ Alternative energy
- ▶ Food Sales like Sysco Foods
- ▶ Software Sales
- ▶ ADP - pay role services
- ▶ Office Supplies - Staples Corporate or WB Mason

25

Where To Post Your Job Opening

26


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HOME > TECH NEWS

TikTok wants to be LinkedIn for Gen Z, launches TikTok Resumes for video job applications

Hannah Towey · 20 hours ago



TikTok Newsroom

- TikTok launched "TikTok Resumes" on Wednesday, allowing users to apply to jobs with short videos.

Ads by Google

[Send feedback](#)

[Why this ad? >](#)

27



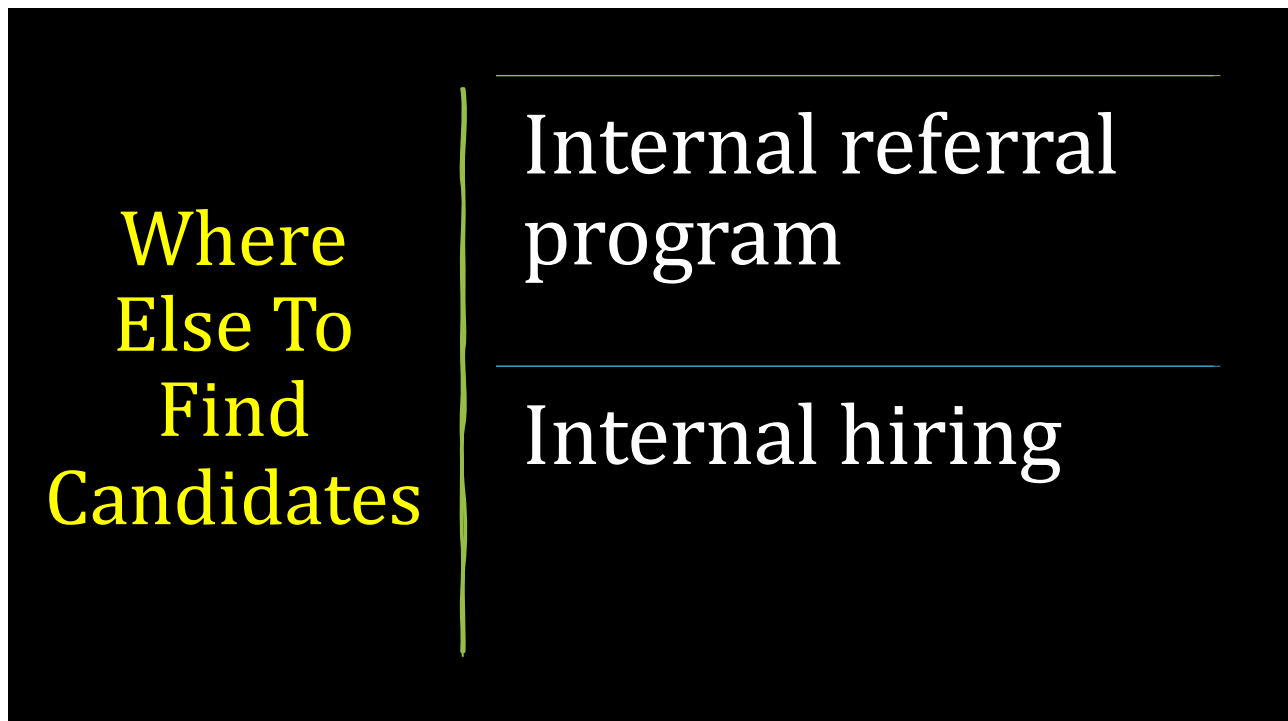
***"TikTok launched
"TikTok Resumes"
on Wednesday, allowing
users to apply to jobs with
short videos."***



28



29



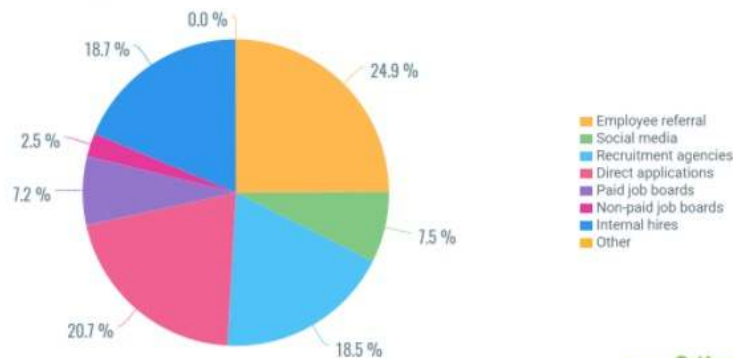
30

Institute a Referral Program

- President Club Requirements: One candidate that makes it through to a dealership tour.
- Current Customer Meetings:
 - “Do you know any great salespeople I should hire?”
 - “Who is the best salesperson other than our dealership that you deal with?”

31

Which of these sources for finding candidates provides the shortest time to hire?



Source: GetApp Lab

32

Providing veterans opportunities to transition their military training to gainful employment

www.bta.org/VETech



U.S. Veterans:

- Visit the VETech page to post your résumé and review open positions. Please upload your DD214 when submitting your résumé.

Employers:

- Visit the VETech page to post an open position, review open positions or review posted résumés.

33

How to Recruit Sales Professionals



Assess & Enhance Company's Online Persona



Special Interest in Managing "Street Cred"



Review Sales Leadership Online Persona



Align Sales Executives Online Persona



Approach Candidates Appropriately; vision, comp, strategy



Demonstrate Ability to Support & Deliver Services TBS



34

The Interview Process



35

Harvard Business Review, the validity or predictive power of a typical unstructured interview is around 20%.

That means, if you're not interviewing in a structured fashion, you only have a 1 in 5 chance of making a good hire (yikes).

36

What to Ask?




TRACTION

- ▶ Share with me your “personal brand”; *how do you represent and embody that? What does it bring to your Sales performance?*
- ▶ What are 3 things you have done over the course of your Sales career to increase your connections/network, or ability to connect?
- ▶ Tell me about your longest Sales Cycle that resulted in a WIN; *how did you earn that win?*
- ▶ What’s important to you about the Company, and the Product that you go to market for?

GRIT

- ▶ Tell me about a time you achieved something important. *Why, what, how?*
- ▶ Share with me a “defeat”, how did you respond; *what was the lesson or outcome?*
- ▶ Provide a professional example of a time where your ethics were challenged; *how did you handle?*
- ▶ Working inter-departmentally can be challenging at times; what interpersonal skills do you employ and how do you manage self to serve all aspects of the business?



37

What to Ask?




Operations

- ▶ Talk to me about the internal Sales systems you’ve had to administer to in prior roles?
- ▶ If your comp plan is not structured for “residuals”, yet post-sale account profitability must be managed....in what ways can the business look to you for support?
- ▶ Tell me about an intense project you’ve had to work in the past; what was it, how strategized, how executed, what tools or systems were used, outcome, and emotion?

Initiative

- ▶ If your Sales success at a NEW company is not immediate, what do you attribute that to, and/or what adjustments might be made?
- ▶ Our business is reliant on Sales professionals to engage in continued education of diverse product & services; in what ways do you pursue knowledge, as well as deep-needs discovery with customers (new or existing)
- ▶ Please outline your professional or career goals, and how they align to your personal goals?



38

Interview Questions

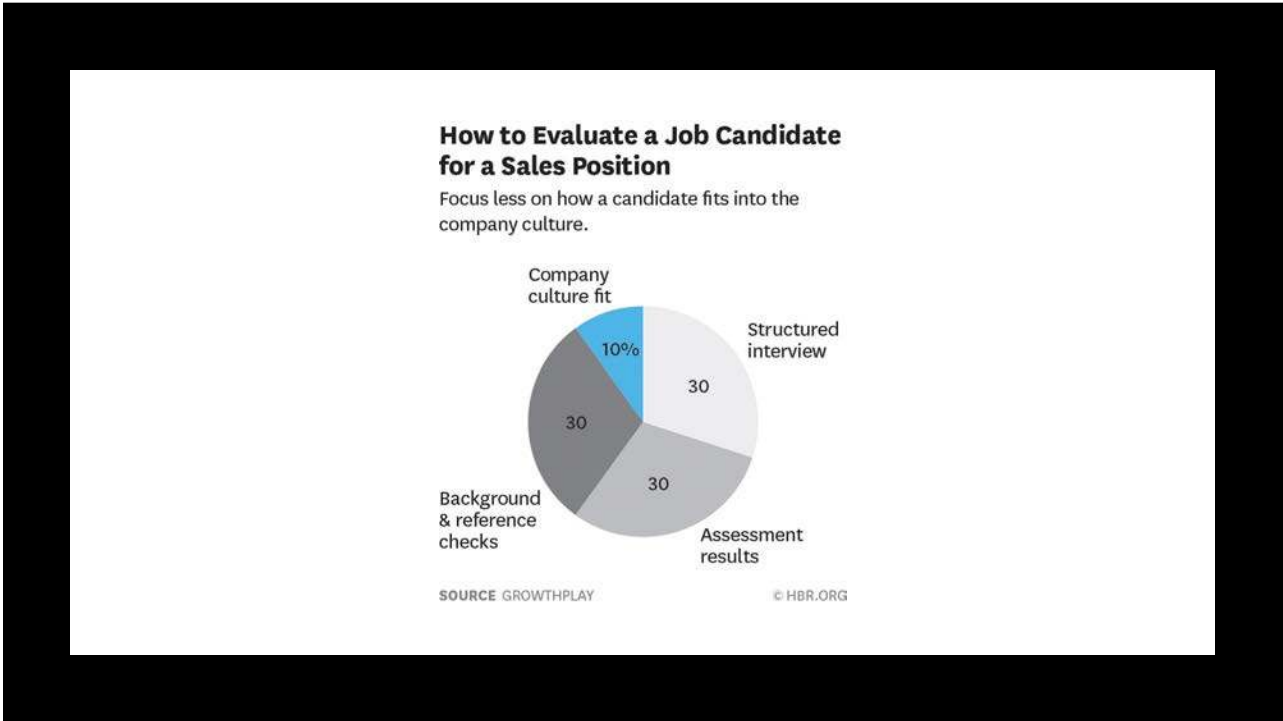
1. Tell me about a time in your sales career where you needed to start work on a territory. What did you do the first 30 days? What would you have done differently?
2. Give me an example of a time where you had to choose between what was morally right and the easy way out. What did you decide?
3. How would you engage me with your current company's offering?
4. Why did you choose to work in sales over another customer-facing role? (Or why are you interested in a sales position?)
5. Describe a time where you received difficult feedback. How did you change as a result?
6. What can you tell me about our company?
7. When a customer was upset with you in the past, how did you handle it?

39

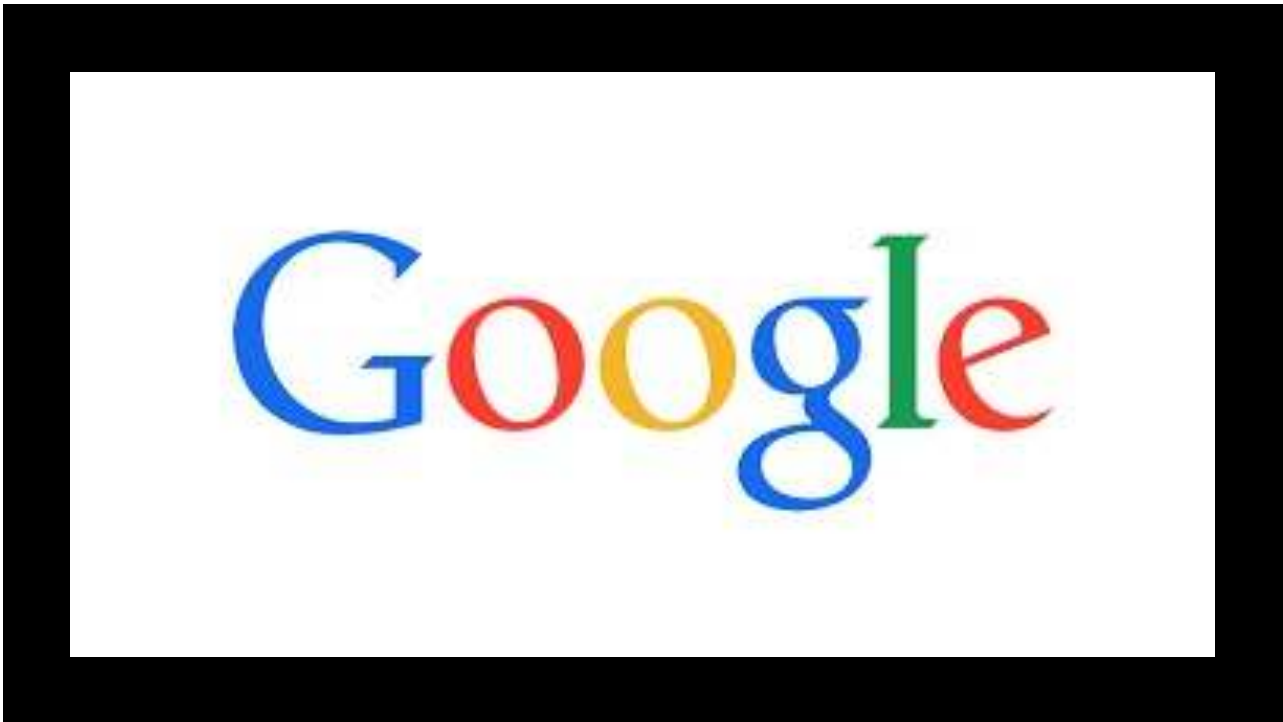
Interview Questions

8. Can you walk me through each step of your sales process?
9. How do you avoid "just checking in" syndrome and create value touch points?
10. How do you establish trust? Which tactics have worked for you, and which ones don't?
11. Can you show me how you prepared for this interview?
12. Tell me how you've incorporated storytelling into your sales process.
13. Tell me about your first year at your current organization. What were your three top priorities and how did you execute them?
14. How long are you willing to fail at this job before you succeed?
15. What would you need from the team you're joining to be successful in this sales role?

40



41



42

Google's Questions



What is something you learned that made everything that came after easier?



Have more of your achievements come as a result of solitary effort or teamwork?



What do you enjoy more, solving problems or pushing the discussion forward?



What is the most rewarding job you've ever had? Why?



Describe the best team you ever worked with. What made that experience stand out?

43

Google Questions

- Give me an example of a Challenging situation that you overcome and explain how you did that?
- Behavior questions are asking a candidate about a prior success and how it would relate to the current position and goals at this new job?
- Situational questions what would you do why did you do that what would you do after that why would you make that decision?
- Structured interview questions which are very easy to find by just googling them here's a couple examples keep the criteria all the same so that you can have standardization in your decision making?
- Define the job description?
- Define what good bad looks like at each On boarding metric milestone?
- At google roll related expertise and experience is that the fourth thing they look for not the first thing the fourth thing they look at is the résumé of actual work?
- Look for intellectual humility the ability to admit that you're wrong when presented with new data?

44

Phone Interview

"Hi (*Insert their name*), Thank you for taking the time to speak with me today. I am eager to learn more about you. What I would like you to do is call me on (*Insert date & time*) and tell me why you would like this job position while addressing the following questions:

1. Why would you like a job in technology sales?
2. What are the two things about this dealership that intrigued you enough to apply for a position?
3. What will you bring to my sales team?
4. What time would you like to come in for a tour of the dealership. I am open on (*Insert date*) date between (*Insert times*).

If I don't pick up live, please leave me a 2- 3 minutes detailed voicemail answering these questions. I am looking forward to hearing why you are the right candidate for the position! Please call me on my cell, the phone number is, (*Insert phone number*)."

45



**Create a
video to
add to
LinkedIn to
showcase
your
dealership**

46

LinkedIn feed showing a video post by Ray Stasieczko, Co-Founder/CEO TEASRA. The video content includes the text: "Status Quo is the killer of all that will be invented" and "Back in Status Quo." The video title is "Product Centric Sellers Open The Door to Competitors". The video player shows a man in a suit speaking.

47

How to embed video into LinkedIn

<https://www.linkedin.com/pulse/how-embed-video-linkedin-scott-skelbell/>

Inserting Video into Your LinkedIn Status Update From YouTube

1. Click the share button.
2. Click the LinkedIn icon. A new pop-up window appears.
3. Craft your update in the new window.
4. Click any options.
5. Click Share.

The video will be embedded in your timeline. It'll AutoPlay but be muted unless the viewer clicks the speaker icon to unmute it.

Here's what it'll look like in your timeline.

Inserting Video into Your LinkedIn Status Update from Other Sites

Now sometimes you'll be on other sites that may not have a LinkedIn share icon. This is what happens on Vimeo for example. Don't worry, it's still easy to share videos from these services.

1. On Vimeo for example, find the video, and click Share.
2. Copy URL link.
3. Return to LinkedIn and craft an update.
4. Paste the URL into your update.
5. Click Share.

Just like the YouTube embed, the video will appear in your timeline, auto-play, and be muted. Your video will load and now appear in your post.

Conclusion
Now I hope you share more of your own video so your connections get to know, like, and trust you more. But even if you want to share other people's videos, now you know, it's really pretty easy.

48

Your Dealership's New Hire Mentoring Onboarding Plan

30 60 90

49

Onboarding Sales Professionals

The collage includes several key documents:

- 90 DAY ONBOARDING PLAN:** A circular diagram showing the 30, 60, and 90-day milestones.
- Vision, Mission, Values:** A circular graphic with the text "PERFORMANCE NOW" and "30X ACCELERATED OUTCOMES".
- Learning Style:** A document titled "Learning Style" with a circular diagram.
- Expectations of Performance:** A document with a table of performance metrics and goals.
- Keys to Success:** A document titled "Keys to Success" with bullet points.
- 2 WEEK HIIT TRAINING SCHEDULE:** A detailed schedule with columns for "Need to Learn" and "Data Activated".

Metric Area of Performance	Goal
Active Client List, Leads	5% Growth
First Appointments	40
First Appointments Completed to Sale	25%
Next New Customer Contracted	10
Equipment Revenue	125,000
Service Revenue	4,000
Software Sales to Current Customers	\$0,000
Triple Duty Sales Revenue	\$0,000
New Account Set-Up/Startups, Avg	40%

50

First week of HIIT (high intensity interval training)

	Monday	Tuesday	Wednesday	Thursday	Friday
8:00				Intro Billing Manager (objectives & needs)	
8:30	Human Resource Introduction	Meet with Snr. Sales Rep (planned objectives)	Attend Quarterly Business Review @ (Customer Name)		
9:00					
9:30	Manager Intro w/ business review and objectives. DELIVER 90 DAY ONBOARD	Attend Field Equipment Demo (Customer Name)		Ride-along with CSR; meter collection and site audit	Intro Sales Training Coach (planned Sales training)
10:00			Complete Internal or Online MS Excel Course (proficiency)		
10:30					
11:00	Intro Sales Admin & Systems Review	Dedicated Reading (Sales): How to Win Friends			
11:30					
12:00	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH
12:30					
1:00		Intro: Admin Manager		Dedicated Reading (Sales): How to Win Friends	Specific Social Media Activity; augment the pipeline
1:30	CRM Demo Entry & Proficiency Activities				
2:00		Shadow Project Manager (planned Q/A)	Ridealong with Service Technician (planned objectives)	Intro Contract & Lease Manager; review ppwrk & rep functions for opportunity ID	Dedicated Reading: How to Win Friends
2:30					Quiz: Systems Proficiency & How to
3:00					
3:30	Key Manager "meet & greet" with Config and Culture exercise	Attend CSR Supply Inventory @ (Customer Name)		Attend NEW Sales Meeting with key rep	1st Elevator Pitch
4:00					
4:30					
5:00					



51

Building a Recruitment Quota

52

Canidate Name:	Date
Request for phone interview	
Phone interview	
Including the sales team in the process will keep competition up, and help.	
Dealership tour and in person 1st interview which is accompanied by having them attend a sales meeting with your sales team to gage their opinion of the candidate.	
Ride along	
Final interview	
Offers out	
Accepted offer	

53

Those with mentors are twice as likely to stay with a company more than 5 years (68% vs 32%).

54

In layman's terms please...

- ▶ Can your organization support their level of “season”
- ▶ Can your market support their level of growth opportunities
- ▶ Are you identifying the appropriate candidates & qualities
- ▶ How adept is your Organization at developing & retaining Sales talent?
- ▶ Is your organization staged to onboard & develop NEW sales professionals
- ▶ How do you know, what is your system, what are your tools?



55

During your first month in a company, take time to ask your boss these questions:

1. How do you prefer to give and receive feedback and be kept informed?
2. What are your most important goals for the year, and how do they fit into the company's strategic objectives?
3. What are the two to three most critical accomplishments I need to achieve within a year, and how will they be measured?
4. What should I accomplish in the next six months?
5. In what specific ways can I help you succeed?



56

- New hires, in partnership with their manager, should identify 7-10 people — superiors, peers, direct reports, and internal and external customers — whose success they will contribute to, or who will contribute to their success.
- The new hire should then craft plans to connect with each stakeholder, one-on-one, during their first year. This can be a short meeting over coffee or lunch — an opportunity to learn and ask for guidance.

57

Lead by Example. Lead with Metrics.

-  Retention Rate (vs turnover rate)
-  Avg Tenure of Sales Reps outside "Retention Eval Period"
-  Team to Plan Performance
-  Aftermarket Revenue Contracted
-  Campaign Success Rate; Managed IT, VO
-  Adjacent Market Development

PERFORMANCE NOW

58

Retention vs. Turnover

Calculation For Retention Rate	
Number of Employees Who Stayed For Full Time Period	20
Number of Employees on Start Date of Time Period	25
Turnover Rate:	$=((B2/B3))*100$

**does not allow for "new hires" during the period to be included in the calculation*

Calculation For Turnover Rate	
Number of Separations:	5
Number of Employees on Start Date	25
Number of Employees on End Date	25
Turnover Rate:	$= (B2 / ((B3 + B4) / 2)) * 100$

**allows for the inclusion of "new hires" during the period, thus skewing true performance*



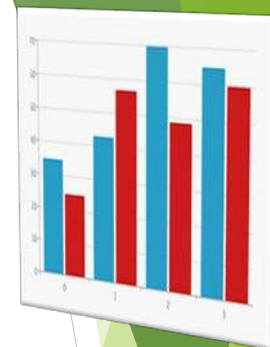
59

AFTER-MARKET REVENUE

- ✓ For the Sales Rep.....No residuals = No motivation to Contract AFM
- ✓ For the Sales Rep.....Lower Contract Value to Present = Increased Signing %

- For the Customer.....Fear of over-paying at the outset of NEW Vendor relationship

- ✓ For your Business.....Contracting AFM = Financial Stability
- ✓ For your Business.....Contracting AFM = Increased Business Valuation
- ✓ For your Business.....Contracting AFM = Billing Efficiency + Expense Mgmt
- ✓ For your Business.....Contracting AFM = Increased Cash Flow



60

There are only two ways to continued to increase Net New revenue at your dealership.

1. Close more net new deals.

2. Increase the size of those deals.

61

KTG Verticals

ACCOUNTING FIRMS
ADVERTISING FIRMS
AEROSPACE, DEFENSE &
AREONAUTICS
AGRICULTURE (FARMS)
AIRCRAFT REPAIR & SERVICE
COMPANIES
ARCHITECTURE / ENGINEERS
ASSOCIATIONS - MEMBER
DRIVEN
AUTO DEALERS
BANKING/ FINANCIAL
BIOTECH
CASINO
CHURCHES
COLLEGES/UNIVERSITIES
COMMUNICATION
TECHNOLOGY COMPANIES
CONSTRUCTION COMPANIES
COUNTRY/PRIVATE MEMBER
CLUBS
DENTAL COMPANIES
DISTRIBUTION CENTERS

EDUCATION
EMPLOYMENT/STAFFING
AGENCIES
ENERGY/ OIL/ GAS
ENVIORMENTAL
ENGINEERING COMPANIES
FINACIAL PLANNING
FOOD MANUFACTURER
FUNERAL HOMES
GAMING MANUFACTURING &
OPERATIONS
FURNITURE STORES
GARMENT INDUSTRY
GOLF COURSES
GEOSCIENCE/GEOLOGICAL/G
EOPHYSICAL COMPANIES
MAPPING & SURVEYING
GOVERNMENT - CITY/
MUNICIPAL
HEALTH SERVICES:
HOSPITALS/MEDICAL
PRACTICES
HEALTH SERVICES

HIGH-TECH COMPANIES
HOSPICE/HOMECARE
HOTELS/MOTELS/CAMPS
INSURANCE COMPANIES
LEGAL FIRMS
MAIL-HOUSE INDUSTRY
MARKETING COMPANIES
MANUFACTURING
COMPANIES
MEDICAL DEVICE
MANUFACTURING
COMPANIES
MORTGAGE COMPANIES
NON-PROFIT
ORGANIZATIONS
NURSERY & PRIVATE
SCHOOLS
NURSING HOME/ASSISTANT
LIVING
PLUMBERS, ELECTRICIANS &
HVAC
PHARMACIES
PRINTING/PUBLISHING

COMPANIES
PROPERTY MANAGEMENT
COMPANIES
PUBLIC & PRIVATE SCHOOLS
PUBLIC RELATIONS
REAL ESTATE AGENCIES
RESTAURANTS
RETAIL COMPANIES
SALES ORGANIZATIONS
STEEL SUPPLIER
TITLE COMPANIES
TOURIST: MUSEUMS,
GALLERIES, THEME PARKS,
ATTRACTIONS
TRANSPORTATION AND
WAREHOUSE COMPANIES
TRAVEL AGENCIES
VETERINARY & ANIMAL
HOSPITAL
WEALTH MANAGEMENT
WINERIES

62

- ✓ **Dramatically reduce attrition.**
- ✓ **Get each sales executive to exceed their net new quota by number and size.**
- ✓ **Create and execute repeatable proven prospecting processes.**

63

Weekly Reporting

64

50%
**Sustainable Increase in
Net New Meetings!**

65



**Kingston Training
Group**

**Driving Additional Market
Share for Your Dealership**

66

Performance NOW LLC

-for accelerated outcomes

Delivering performance excellence to the Imaging and Technology Services community!



67

Kingston Training Group

PACKAGE OFFERING



Full development & personalization of:

- ▶ Ideal Candidate Values & Characteristics Worksheet
- ▶ Job Posting Refinement
- ▶ Structured Interview Questionnaire
- ▶ Sales Leadership Interview Training

Delivery & Personalization of Tactical Sales Onboard

- ▶ 30-60-90 Onboard Manuals
- ▶ 2 Week HIIT Programs
- ▶ Critical Action Steps w/ Measured Outcomes

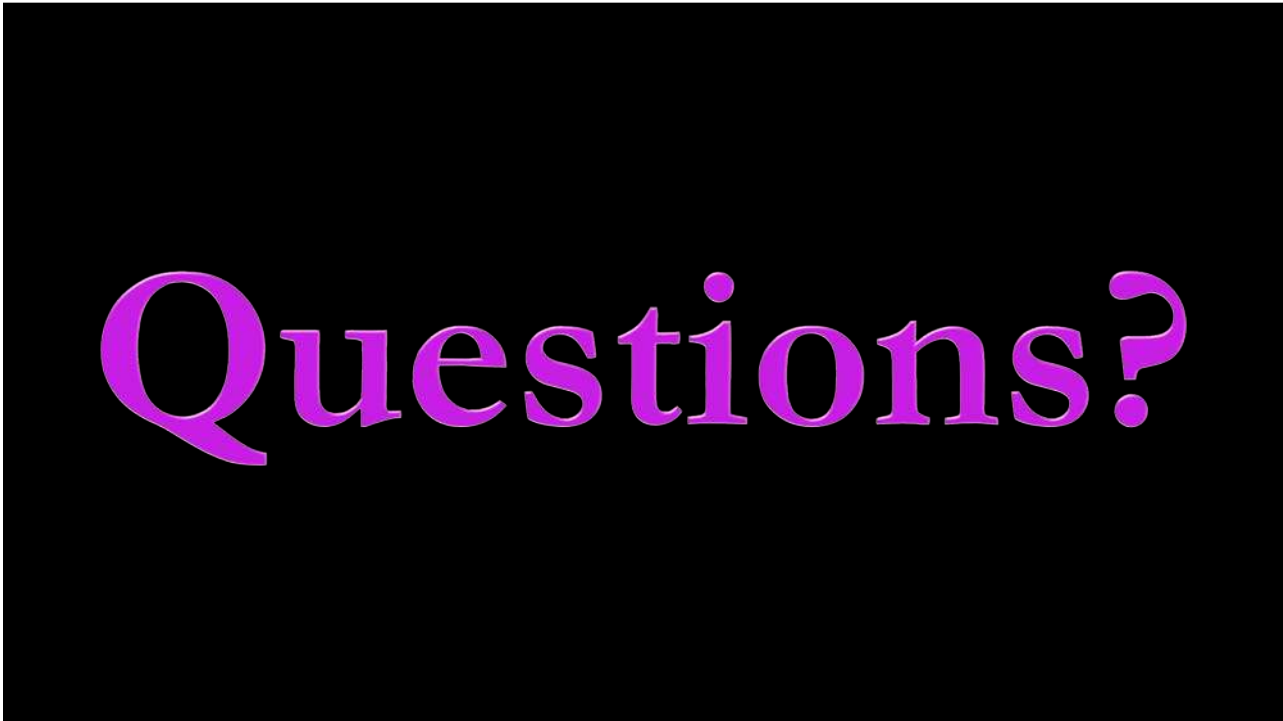
A Culture of Sales Success:

- ▶ Tips and Tools to access C-Level
- ▶ More Net-NEW Appointments
- ▶ Increase Close Ratio by 25%
- ▶ Compensation Plans that Attract & WIN
- ▶ Developing a success Culture internally, and promoting that externally

Tactical Onboard - Extension program

- ▶ 30-60-90 Onboard Manual; by Job Function
- ▶ 2 Week HIIT Programs; by Job Function
- ▶ Creation of Training Modules for Admin/Ops
- ▶ Benchmarks for Performance
- ▶ Performance Reviews correlate to Onboard Man.

68



69