



BTA Southeast Conference Presentation 2022

# THE DEATH OF THE PEOPLE BUSINESS

MODERN  
SALES TRAINING

1



36 Months Ago  
October 2019



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36 Months Ago  
October 2019



We were fearless.  
We interrupted people.  
We believed in our offering.



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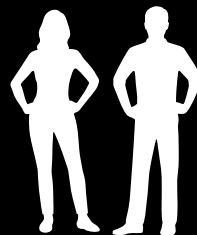
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36 Months Ago **October 2019**



Our Company



Our Customer

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36 Months Ago **October 2019**



Our Company

Get the message directly to the target!



Human Connection

- Phone calls
- Face to Face Visits
- Regular QBRs
- Stop bys



Our Customer

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The Pandemic  
Shut the world down



We put the people  
business on pause

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TODAY  
October 2022



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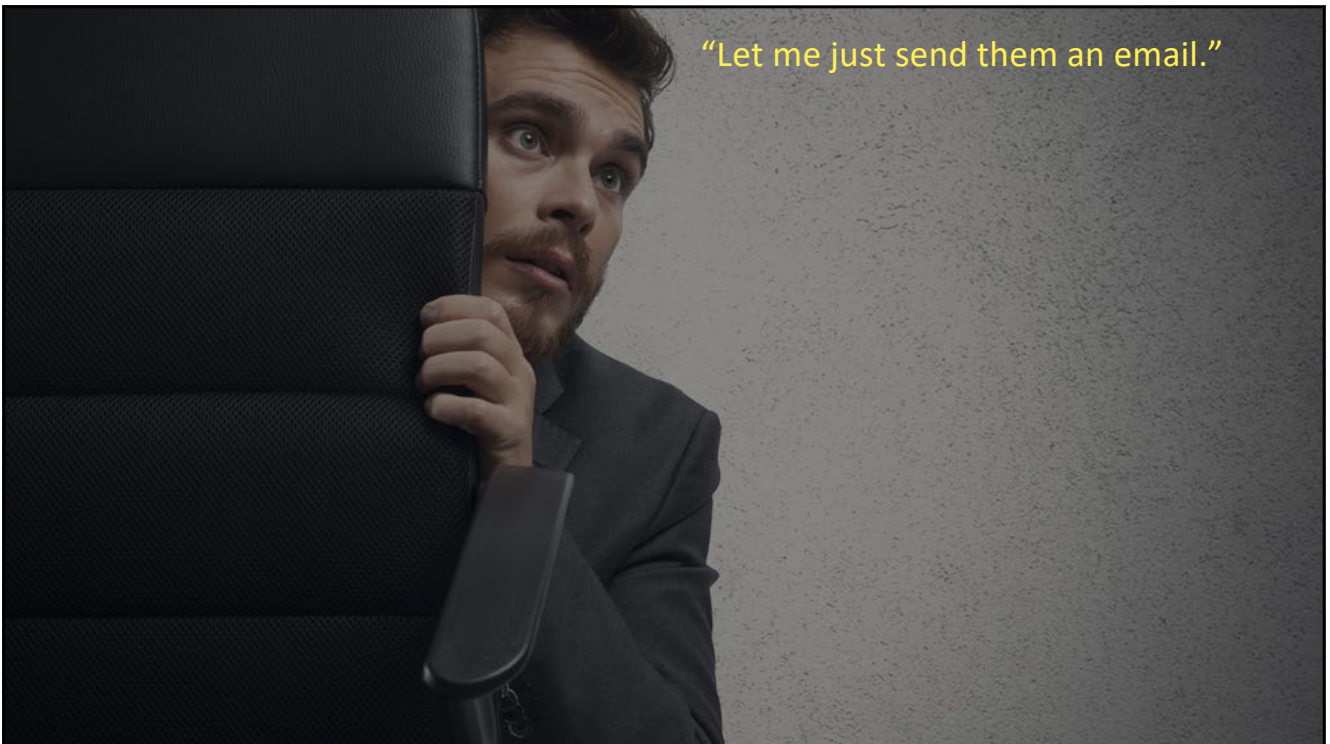
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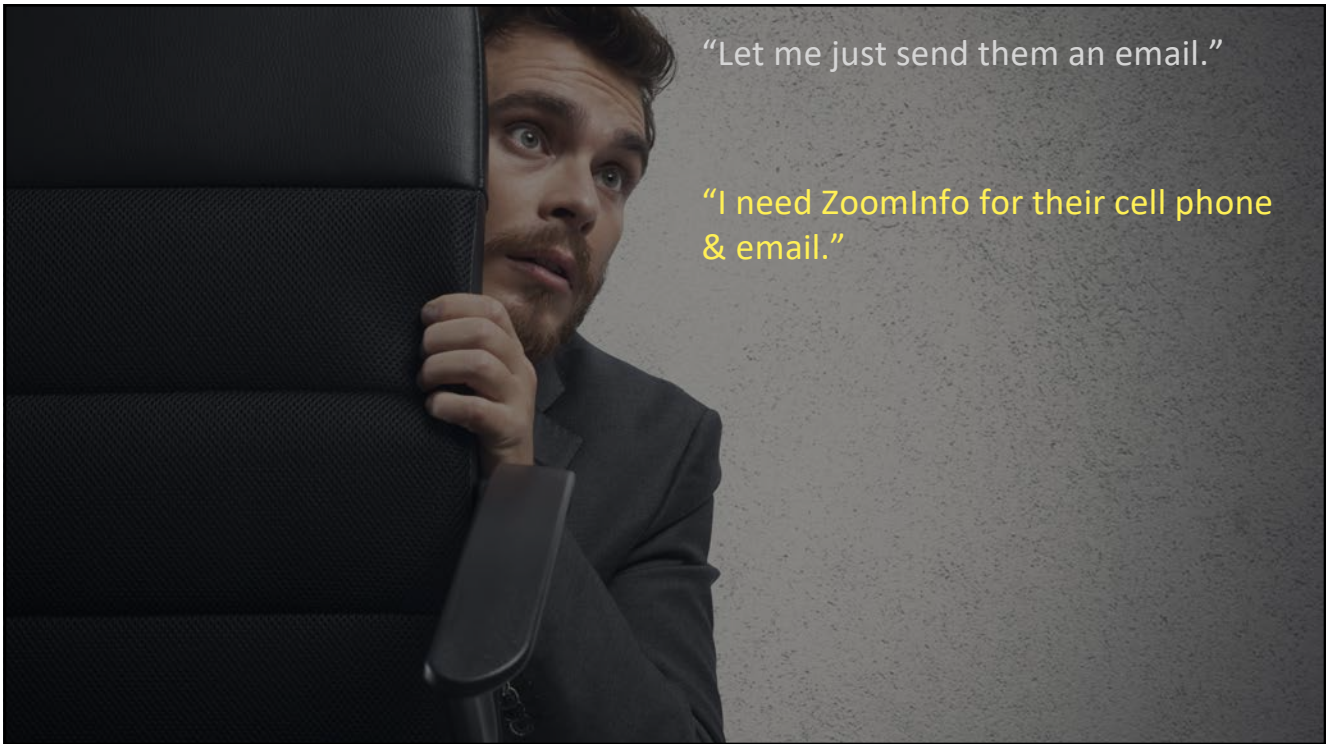




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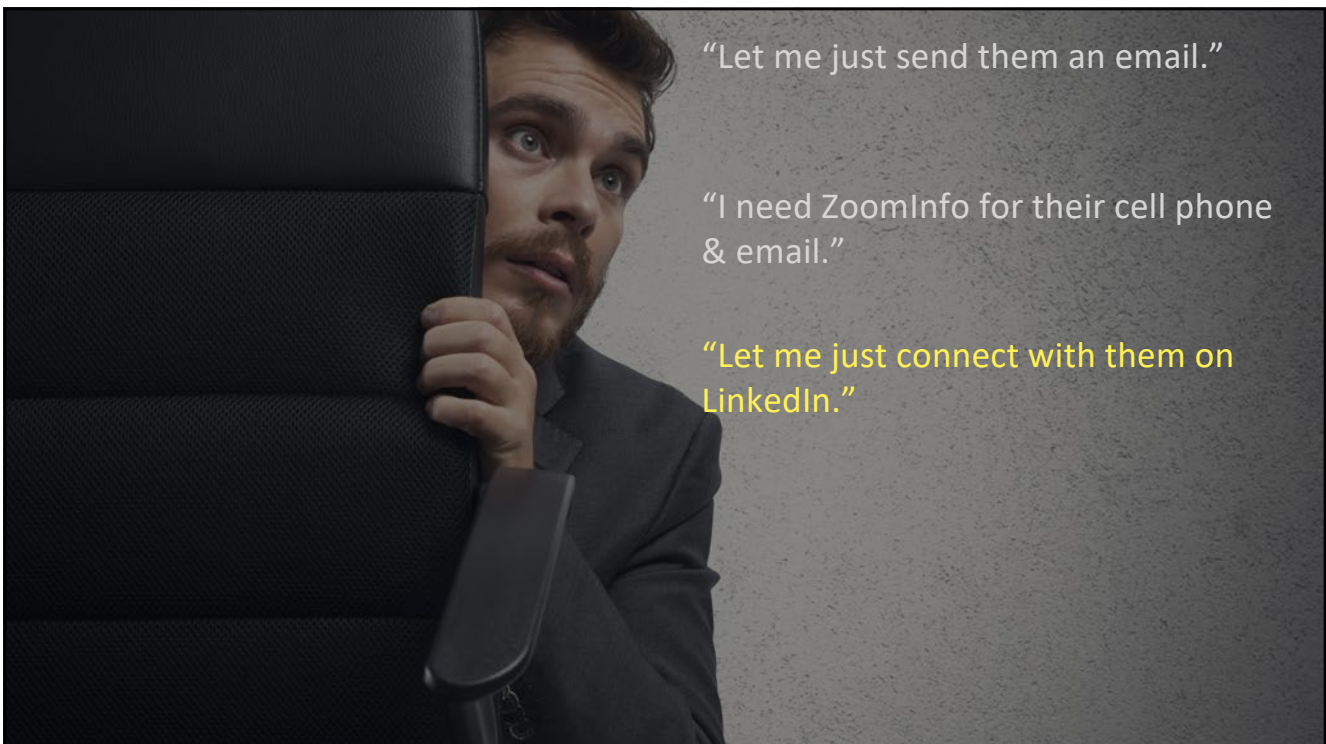
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"Let me just send them an email."

"I need ZoomInfo for their cell phone  
& email."

11



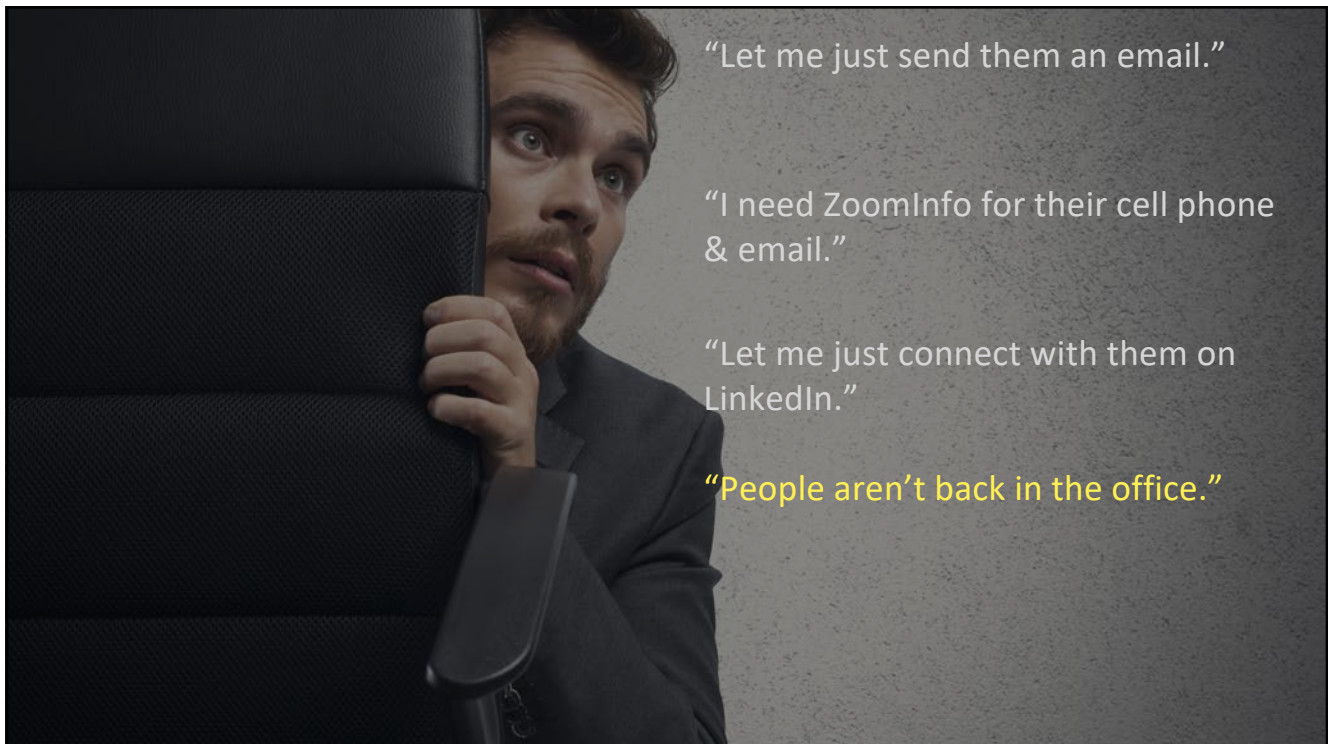
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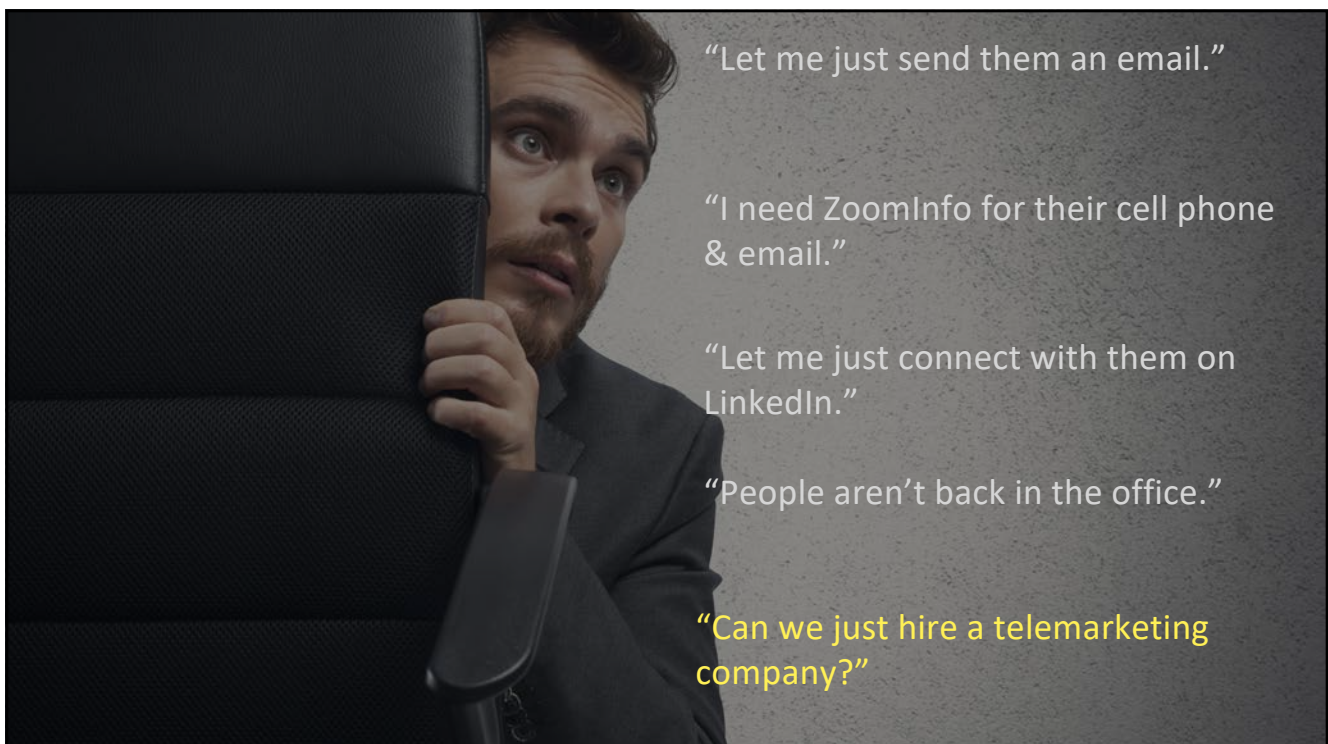
"Let me just connect with them on  
LinkedIn."

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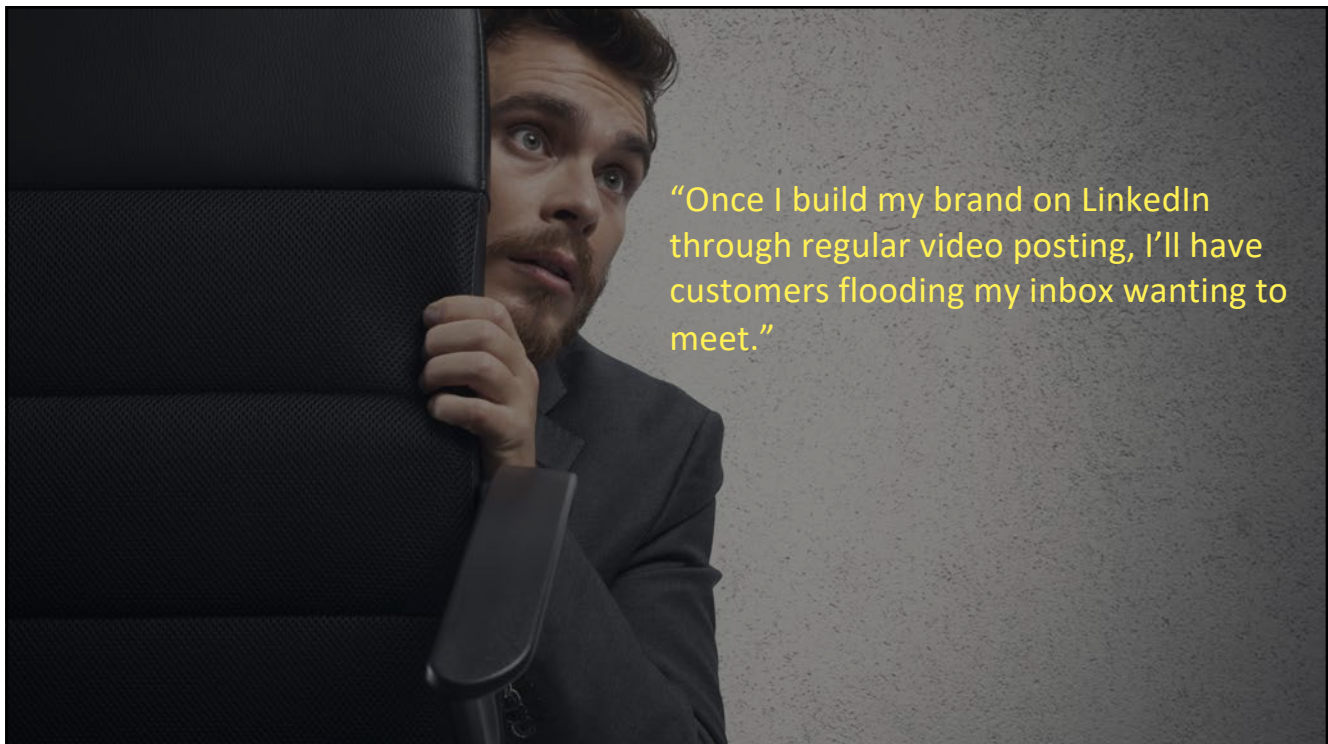




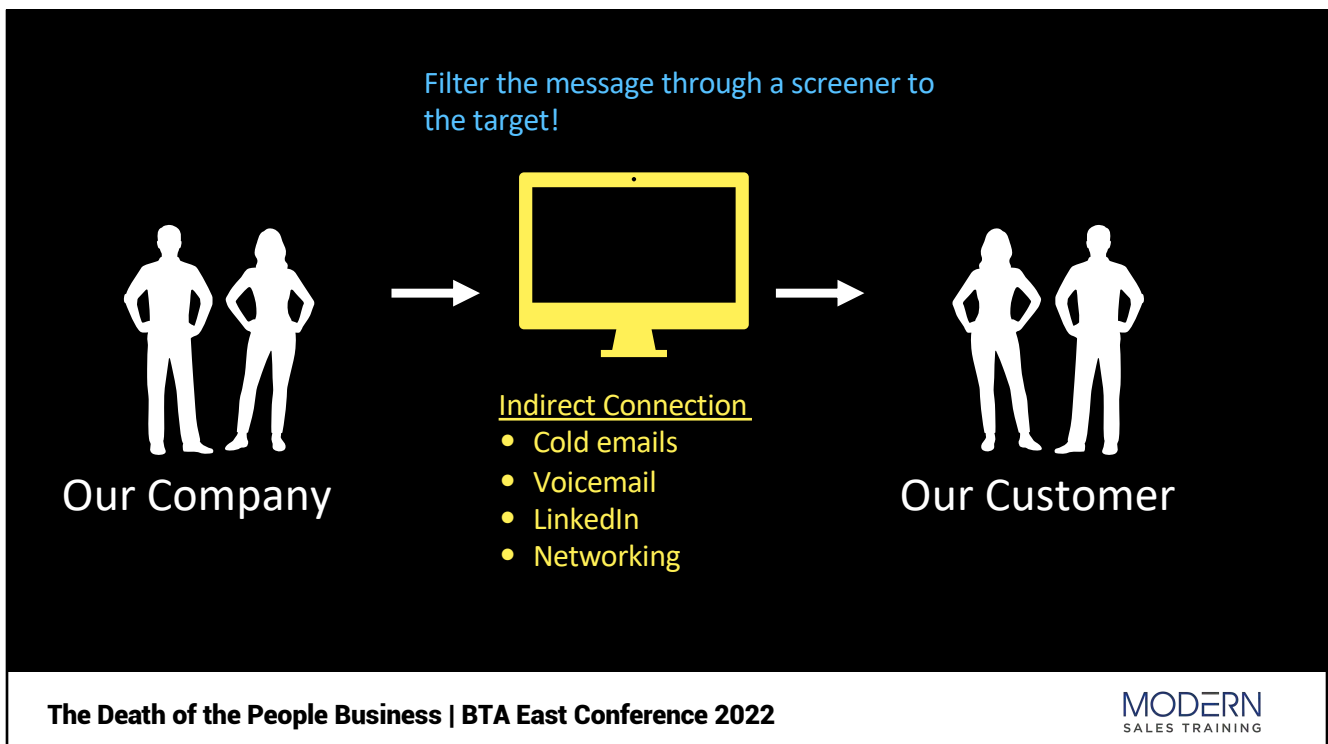
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TODAY  
October 2022



The people business  
is **still** on pause

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GOOD NEWS: The business is out there.  
Some dealers are killing it with net new.

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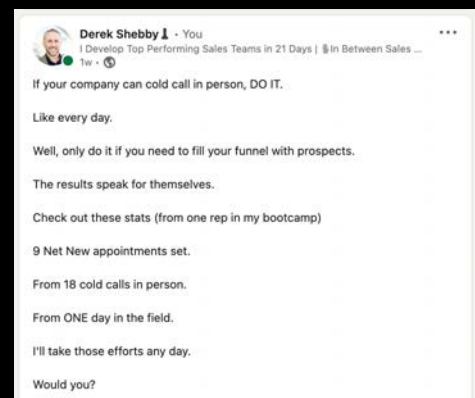
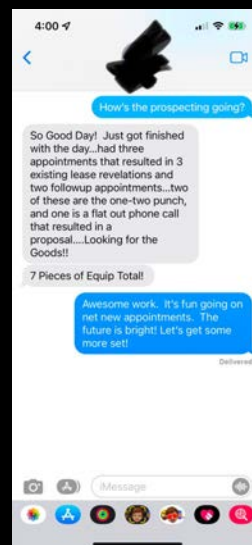
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We Are Witnessing

# The Net New Business Gold Rush

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September 2022



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## 3 Best Practices to Implement Right Away To Capture Massive Net New Opportunities

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## 3 Best Practices to Implement Right Away To Capture Massive Net New Opportunities

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Getting Back To The People Business - Tip #1

**EMBRACE**  
**Scary Prospecting**


Getting Back To The People Business - Tip #2

**EFFECTIVELY**  
**Use Your Tools**

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Getting Back To The People Business - Tip #1

**EMBRACE**  
**Scary Prospecting**

Getting Back To The People Business - Tip #2

**EFFECTIVELY**  
**Use Your Tools**

Getting Back To The People Business - Tip #3

**MODERNIZE**  
**Your Net**  
**New Activity**  
**Standards**

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

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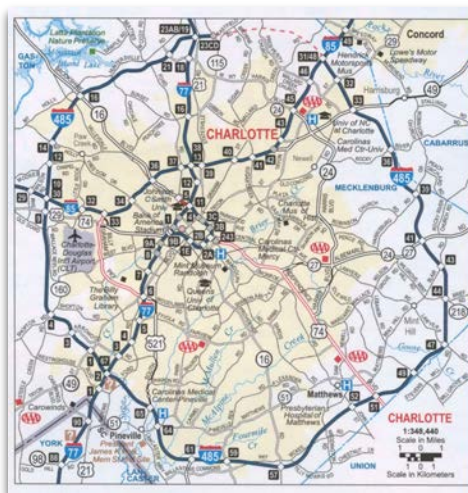
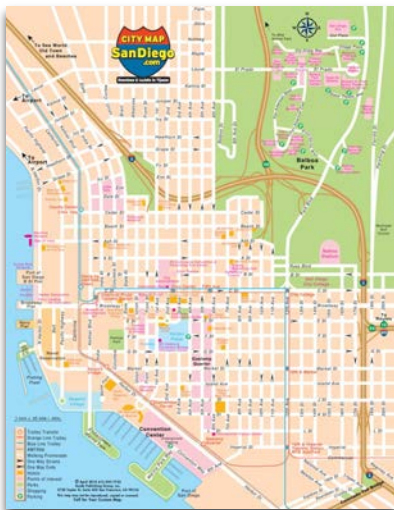
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We have territories, zip codes, streets to visit



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“Everything you’ve ever wanted is **on the other side of FEAR.**”

- George Addair

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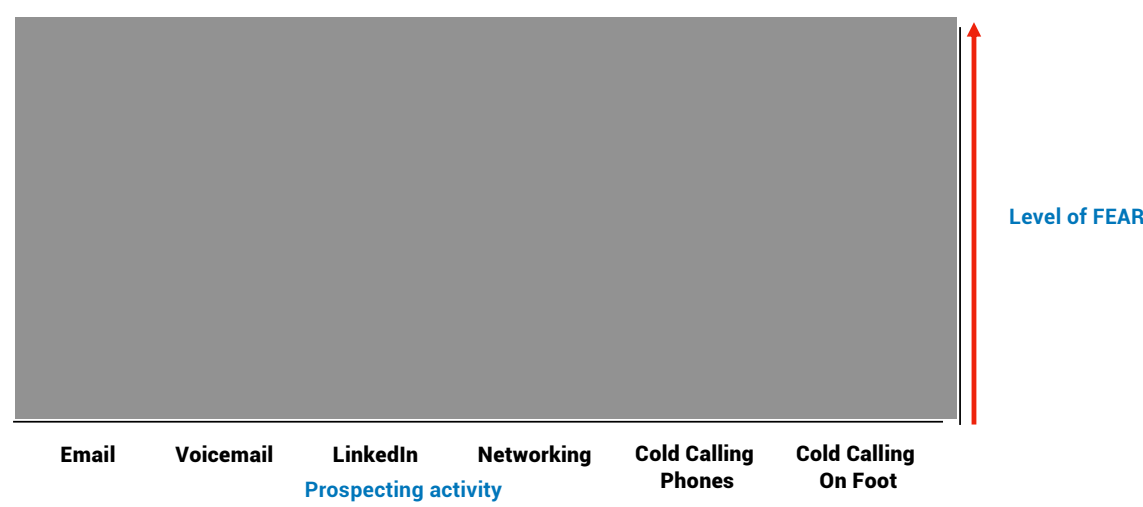
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# The MORE fear, the BIGGER the reward!

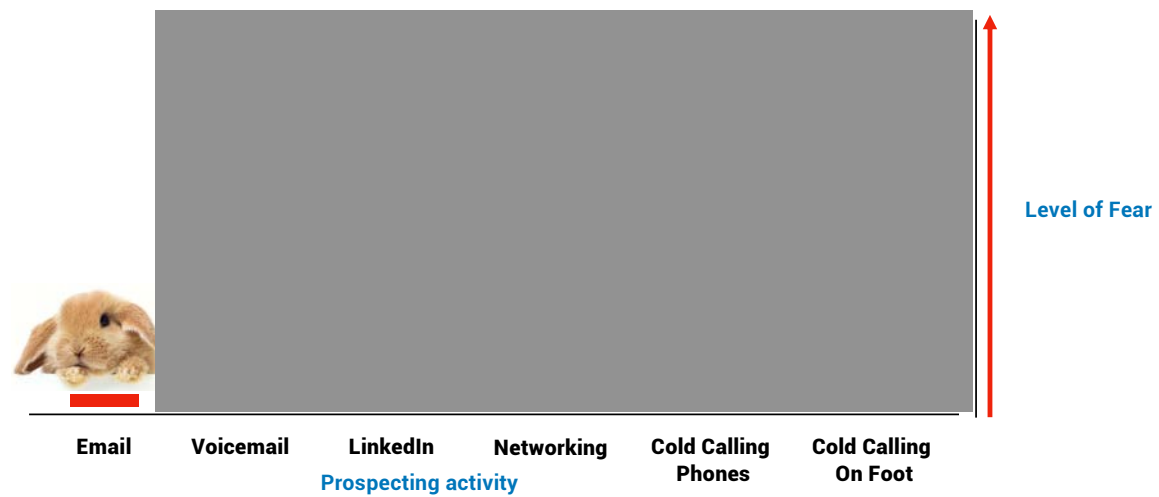


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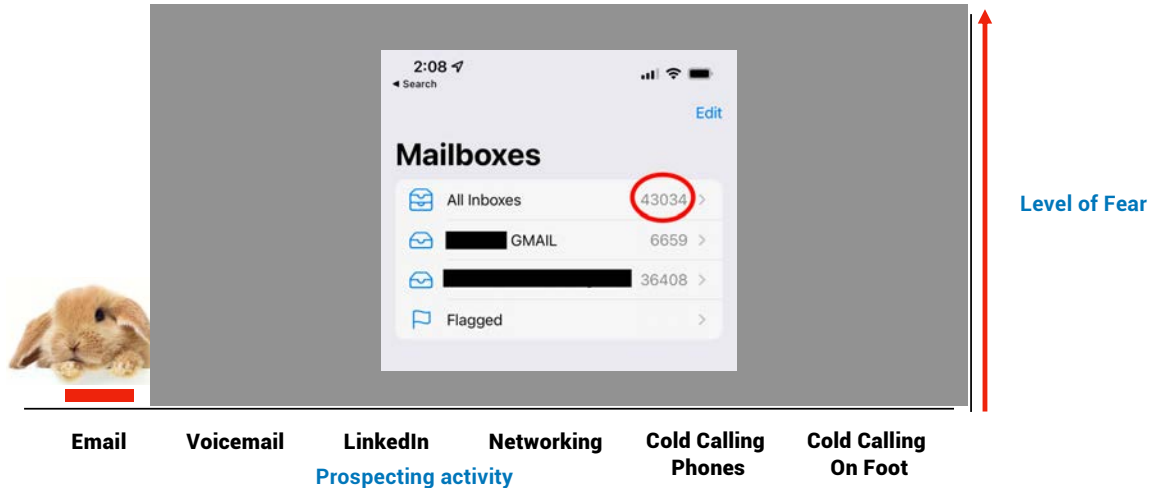


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## The MORE fear, the BIGGER the reward!

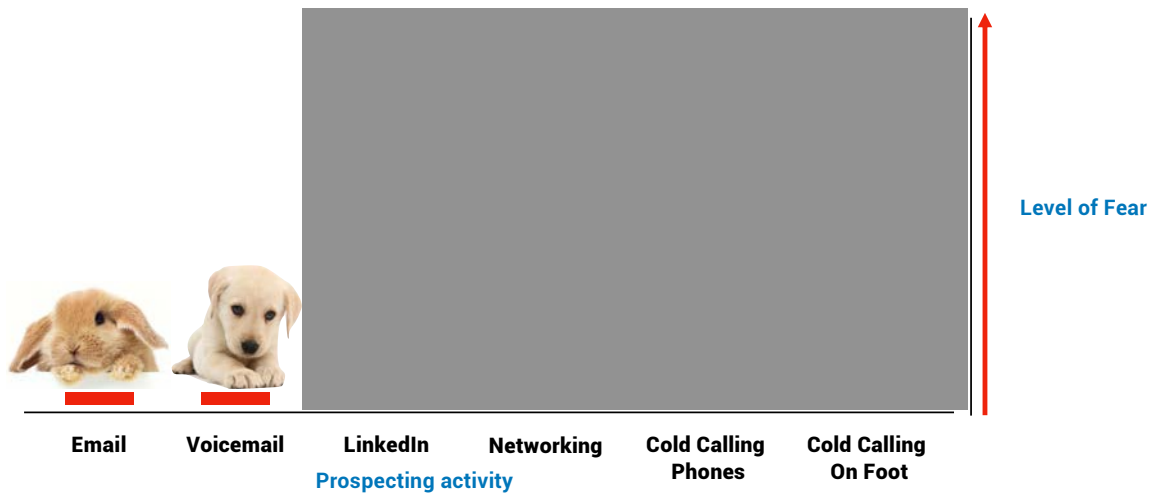


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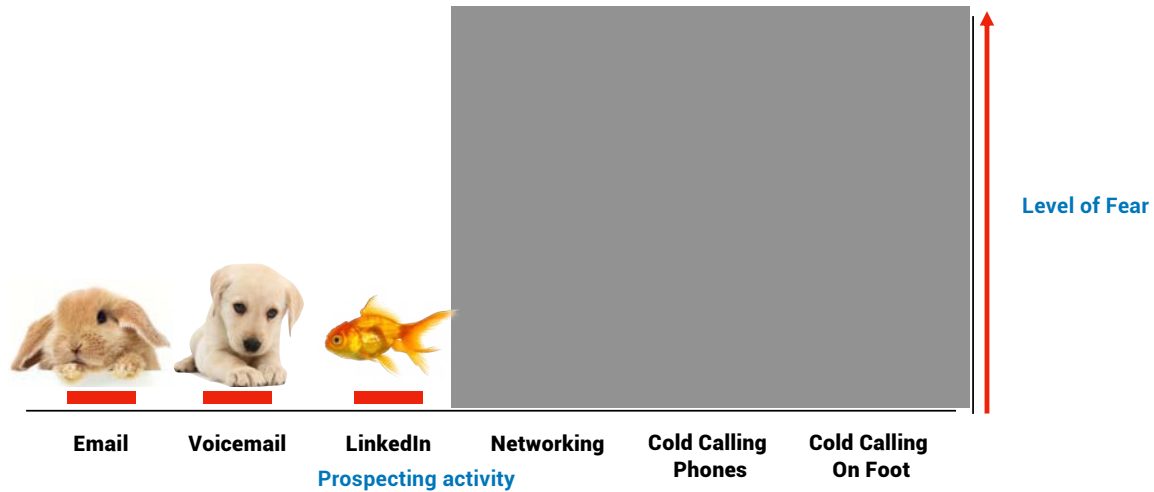


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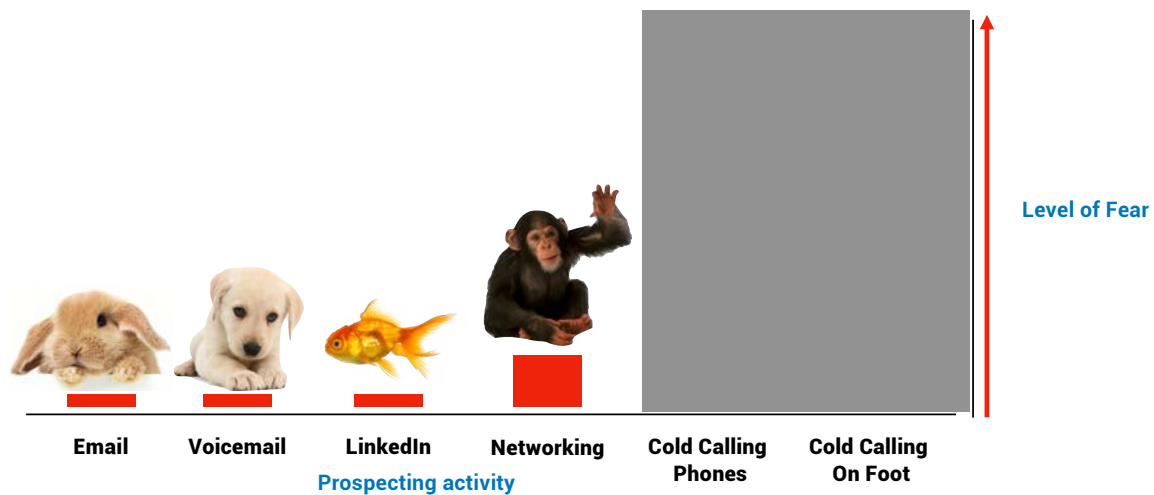


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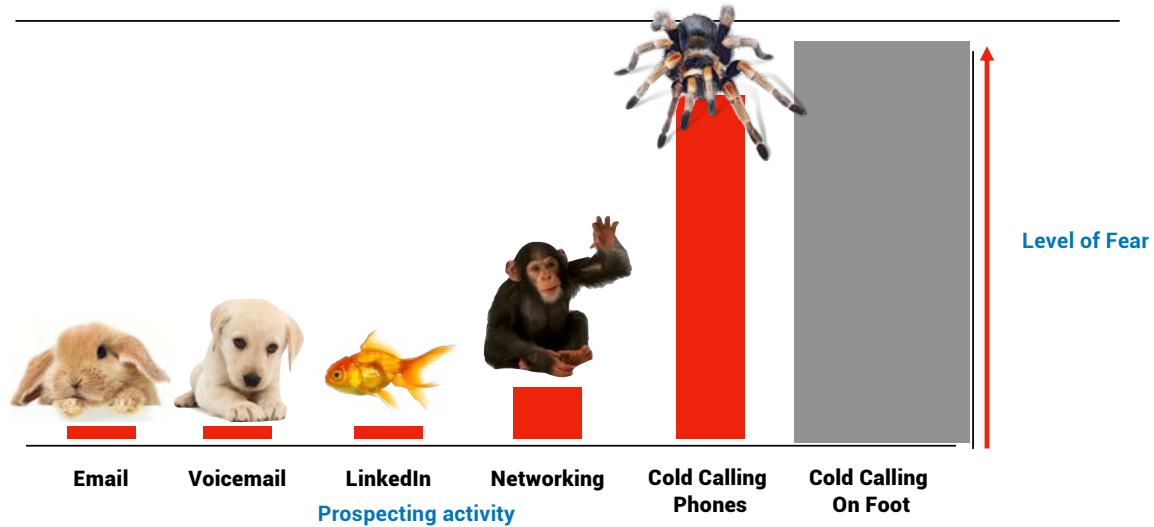
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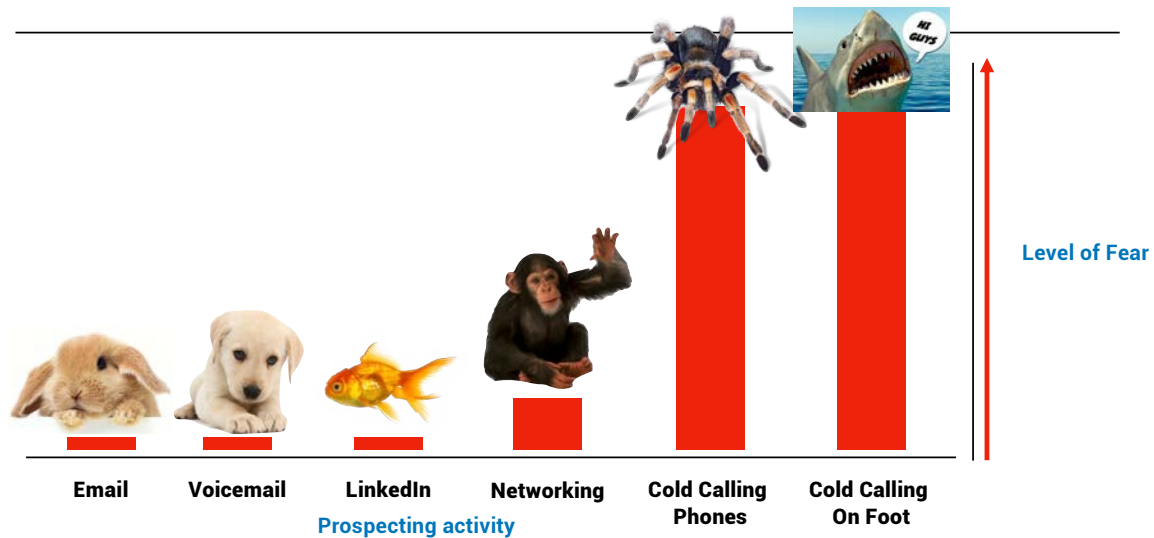


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## The MORE fear, the BIGGER the reward!



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“But Derek...our customers aren’t in the office.”

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**From:** Elon Musk  
**Sent:** Tuesday, May 31, 2022 1:19 PM  
**To:** ExecStaff  
**Subject:** Remote work is no longer acceptable

Anyone who wishes to do remote work must be in the office for a minimum (and I mean \*minimum\*) of 40 hours per week or depart Tesla. This is less than we ask of factory workers.

If there are particularly exceptional contributors for whom this is impossible, I will review and approve those exceptions directly.

Moreover, the “office” must be a main Tesla office, not a remote branch office unrelated to the job duties, for example being responsible for Fremont factory human relations, but having your office be in another state.

Thanks,  
 Elon

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Thanks,  
 Elon

**From:** Elon Musk  
**Subject:** To be super clear

Everyone at Tesla is required to spend a minimum of 40 hours in the office per week. Moreover, the office must be where your actual colleagues are located, not some remote pseudo office. If you don't show up, we will assume you have resigned.

The more senior you are, the more visible must be your presence. That is why I lived in the factory so much – so that those on the line could see me working alongside them. If I had not done that, Tesla would long ago have gone bankrupt.

There are of course companies that don't require this, but when was the last time they shipped a great new product? It's been a while.

Tesla has and will create and actually manufacture the most exciting and meaningful products of any company on Earth. This will not happen by phoning it in.

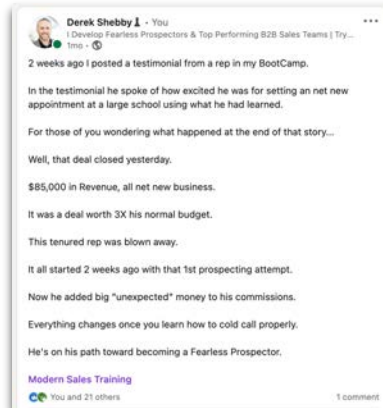
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## Embrace Scary Prospecting





## Embrace Scary Prospecting

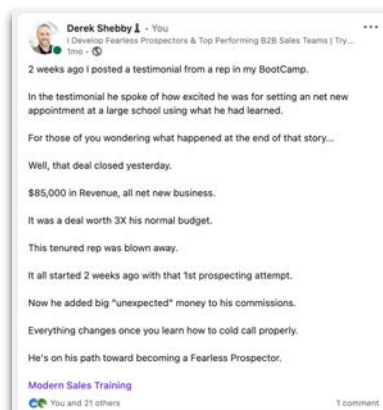


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## Embrace Scary Prospecting



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Getting Back To The People Business - Tip #2

# EFFECTIVELY Use Your Tools



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## Effectively Use Your Tools

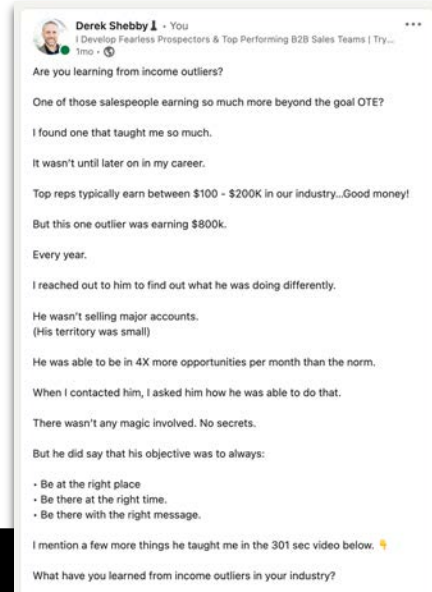
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1. Follow the “Income Outliers”

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## Effectively Use Your Tools

1. Follow the "Income Outliers"
  - The CRM done right is the way.



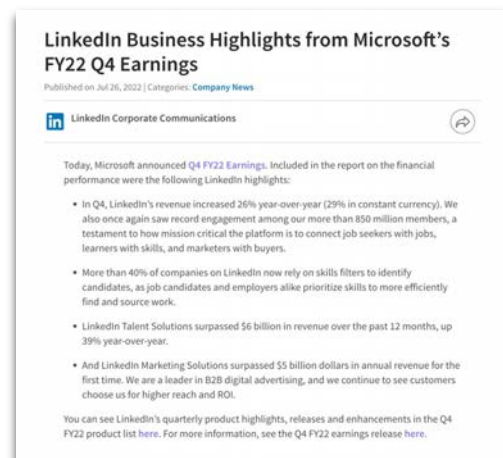
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## Effectively Use Your Tools

1. Follow the "Income Outliers"
2. Put LinkedIn in its rightful place.



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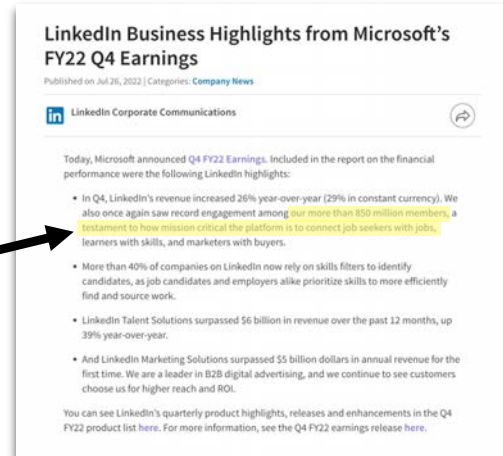
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## Effectively Use Your Tools

1. Follow the "Income Outliers"
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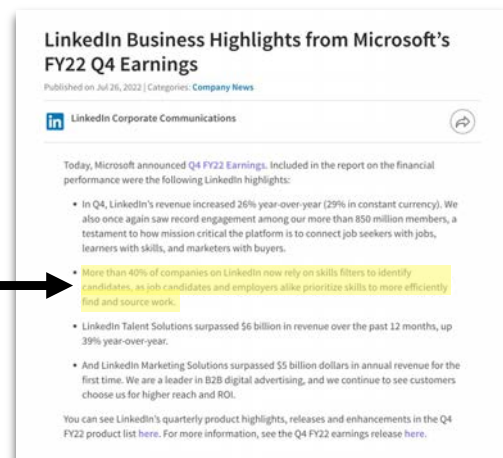
"A testament to how mission critical LinkedIn is to connect job seekers with jobs."



## Effectively Use Your Tools

1. Follow the "Income Outliers"
2. Put LinkedIn in its rightful place.

"More than 40% of companies on LinkedIn now rely on skill filters to identify candidates."

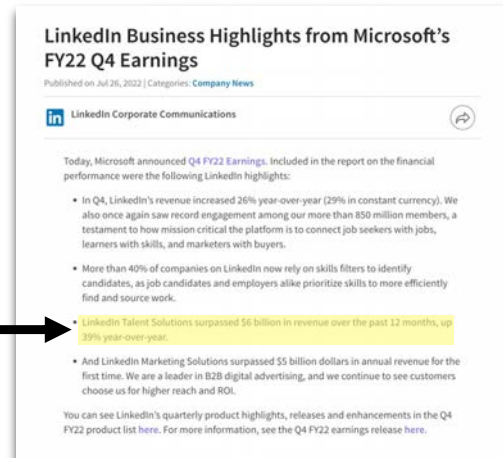




## Effectively Use Your Tools

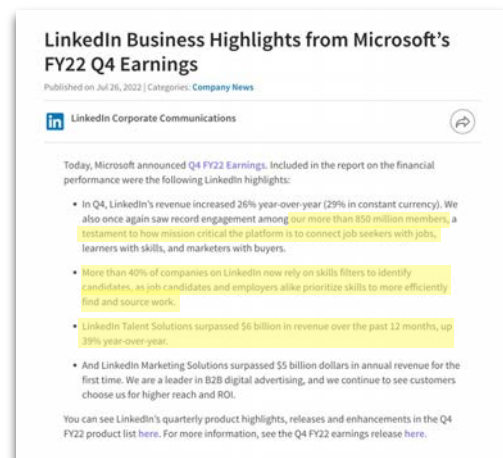
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"LinkedIn Talent Solutions surpassed \$6B in revenue over the past 12 months, up 39% Y/Y."



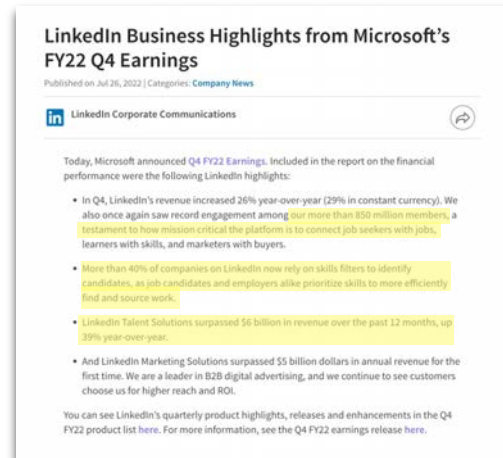
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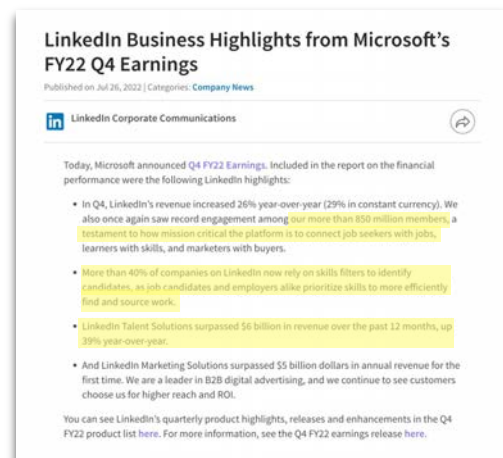
## Effectively Use Your Tools

1. Follow the "Income Outliers"
2. Put LinkedIn in its rightful place.
  - They are [monster.com](https://www.monster.com) AND ([indeed.com](https://www.indeed.com))



## Effectively Use Your Tools

1. Follow the "Income Outliers"
2. Put LinkedIn in its rightful place.
  - They are [monster.com](https://www.monster.com) AND ([indeed.com](https://www.indeed.com))
  - A tale of 3 reps



## Effectively Use Your Tools

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3. How should we use LinkedIn?

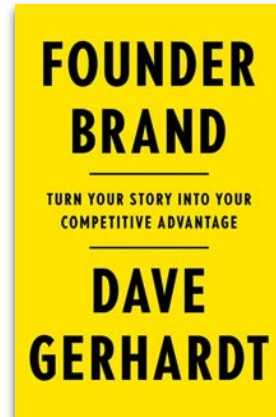
## Effectively Use Your Tools

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3. How should we use LinkedIn?
  - It should exist to compliment “scary prospecting” activities

## Effectively Use Your Tools

3. How should we use LinkedIn?
  - It should exist to compliment “scary prospecting” activities
  - YOU need a consistent posting presence on there (not reps)



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## Effectively Use Your Tools

3. How should we use LinkedIn?
  - It should exist to compliment “scary prospecting” activities
  - YOU need a consistent posting presence on there (not reps)
  - Your Reps need a digital brand profile that matches their in person brand.



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## Effectively Use Your Tools

3. How should we use LinkedIn?
  - It should exist to compliment “scary prospecting” activities
  - YOU need a consistent posting presence on there (not reps)
  - Your Reps need a digital brand profile that matches their in person brand.
  - Learn common tools: Research, Sales Navigator, Messages



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Getting Back To The People Business - Tip #3

**MODERNIZE**  
**Your Net**  
**New Activity**  
**Standards**



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## Modernize Your NN Prospecting

- Revisit your net new prospecting activity standards - what are you tracking? (I recommend tracking “scary” activities)

	Daily:	Weekly:	Monthly:
<b>50 Point Days</b>	1	5	20
<b>Cold Calls</b>	10	50	200
<b>Phone Calls</b>	20	100	400
<b>NN Appointments</b>	1	5	20
<b>Prospects Added</b>	1	5	20
<b>Customer Appointments</b>	1	5	20
<b>Assessments (Process Chart)</b>		1	4
<b>Demos/Trials</b>		1.5	6
<b>360 Apps</b>		1	4

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## Modernize Your NN Prospecting

- Revisit your net new prospecting activity standards - what are you tracking? (I recommend tracking “scary” activities)
- Protect the golden hours - how many hours are you expecting them to prospect per week? (You have 40)

<b>BUSINESS HOURS:</b>		
<b>Mon.</b>	<b>8:00</b>	<b>to 5:00</b>
<b>Tues.</b>	<b>8:00</b>	<b>to 5:00</b>
<b>Wed.</b>	<b>8:00</b>	<b>to 5:00</b>
<b>Thur.</b>	<b>8:00</b>	<b>to 5:00</b>
<b>Fri.</b>	<b>8:00</b>	<b>to 5:00</b>
<b>Sat.</b>	<b>10:00</b>	<b>to 9:00</b>
<b>Sun.</b>	<b>CLOSED</b>	<b>to CLOSED</b>

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## Modernize Your NN Prospecting

- Revisit your net new prospecting activity standards - what are you tracking? (I recommend tracking “scary” activities)
- Protect the golden hours - how many hours are you expecting them to prospect per week? (You have 40)
- Create prospecting sequences:
  1. Strategic cold call
  2. View their profile (LinkedIn)
  3. Warm call over the phone
  4. Send a follow up email
  5. Connection request (LinkedIn)
  6. Creative drop-off in person
  7. Warm call over the phone
  8. Voicemail
  9. Video/Audio Message LinkedIn
  10. Warm call over the phone

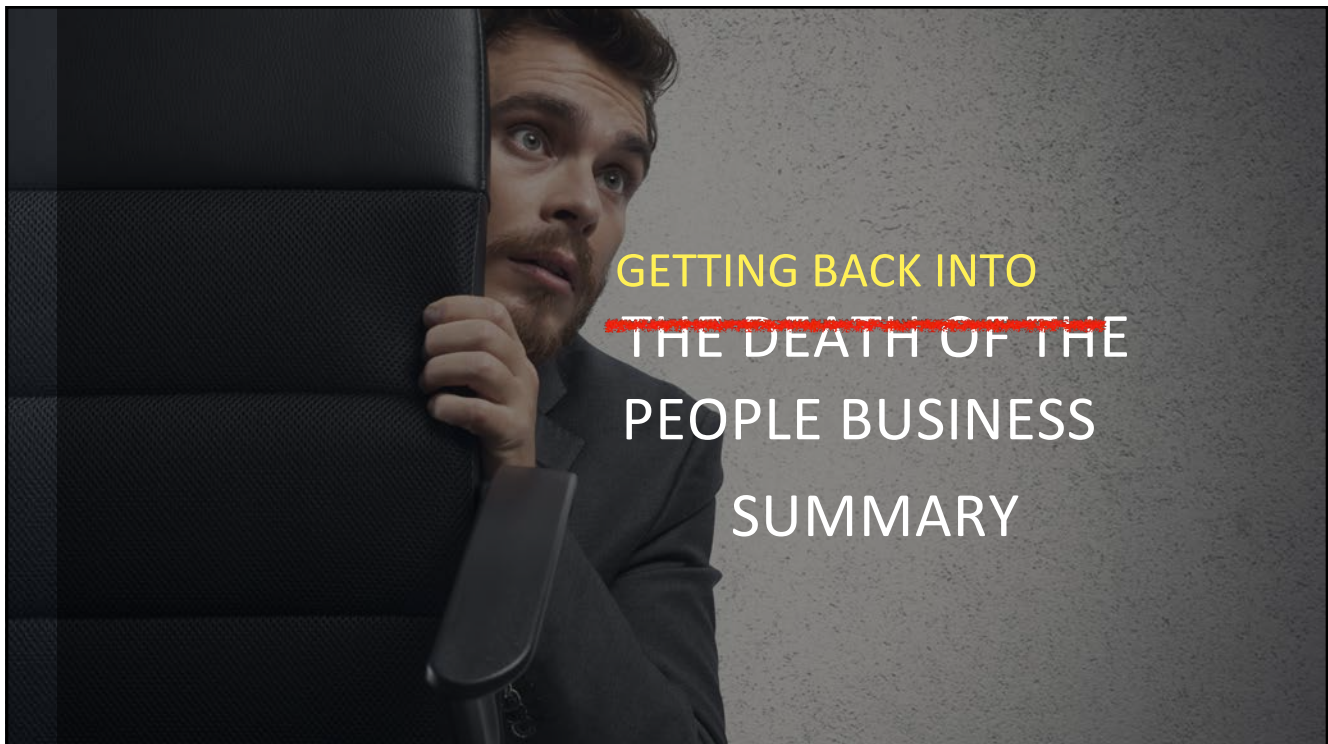
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## Summary

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Who we are.

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# Summary

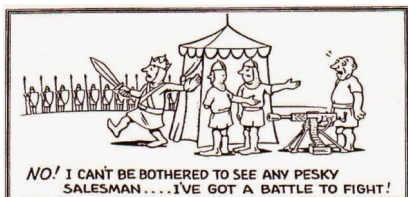


Who we are.



What the pandemic did to our sales team.

# Summary



Who we are.



What the pandemic did to our sales team.

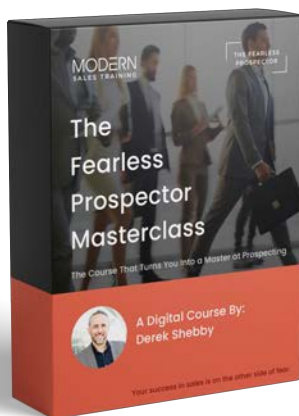


How we get back.



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**Derek Shebby** • You  
I Develop Top Performing Sales Teams in 21 Days | In Between Sales ...  
14m • 6

If your company can cold call in person, DO IT.

Like every day.

Well, only do it if you need to fill your funnel with prospects.

The results speak for themselves.

Check out these stats (from one rep in my bootcamp)

9 Net New appointments set.

From 18 cold calls in person.

From ONE day in the field.

I'll take those efforts any day.

Would you?

Modern Sales Training

**SALES BOOTCAMP**  
DOCUMENT TECHNOLOGY EXECUTIVE



Connect on LinkedIn



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