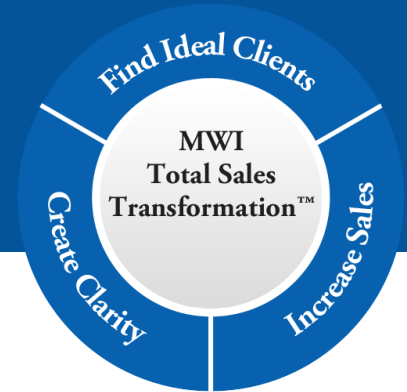




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# ***The Benchmarks that Drive Sales to Higher Levels***

*Master techniques to motivate, inspire & lead your team to greatness*

***By***

***Melissa D. Whitaker***

***President/Founder, Melissa Whitaker International***



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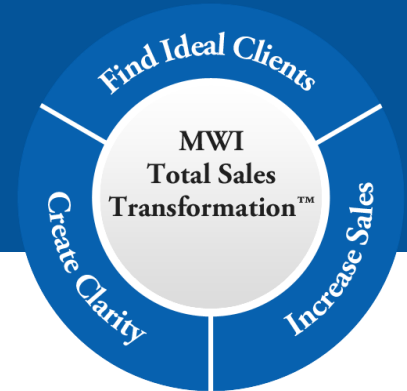


## CLARITY

- We don't have an effective Sales Management Process. . .
- It seems like our managers are all operating in silos, each managing in different ways. . .
- We don't have clarity on benchmarks or how to implement them effectively for consistent and successful growth. . .



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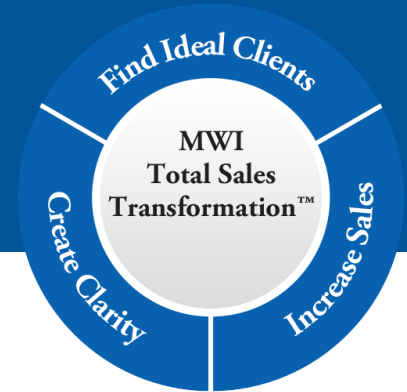


## CLARITY

- Sales Benchmarks
- Mindset
- Implementing – Effective Coaching

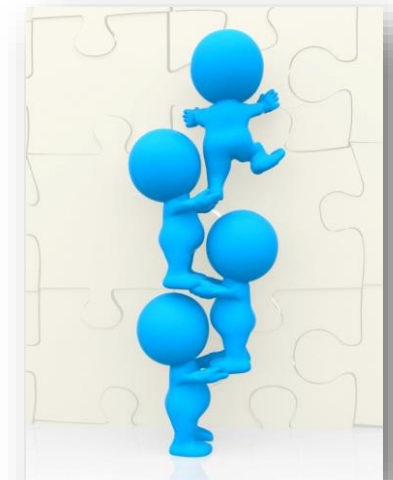


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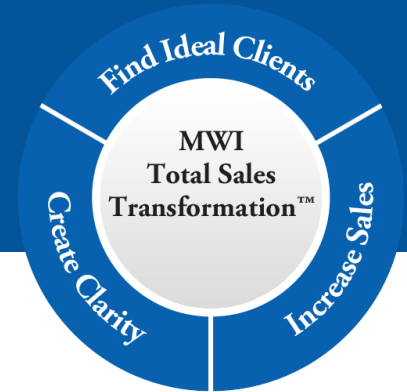
***“Success is not established by how high we climb as managers, but by how many people we take with us as we climb.”***

– Bob Norton





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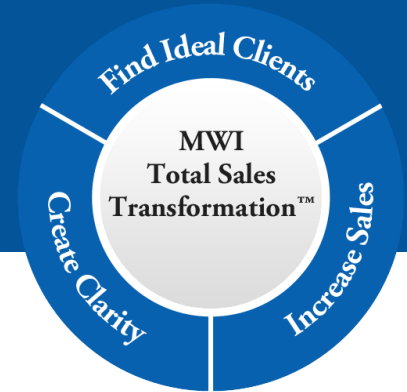


## ACHIEVING SALES BENCHMARKS

Our job is to develop our people to make \$70K - \$100K by the end of their 2<sup>nd</sup> year.



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## EXPECTATIONS OF SALES REPS

- Participate in all Prospecting activities
- 10 Move Forward appointments / week
- 1 demonstration/ trial a week
- 25-30% of all equipment sales in a quarter as Net New Business
- Close Business each week
- Visit every account every 120 days

Benchmarks by Pros Elite





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# ACHIEVING SALES BENCHMARKS

## Category

## Benchmarks

### Sales Rep Activity

#### *Appointments*

#### *Demos*

#### *Tele-Sales*

#### *Cold Calls in Territory*

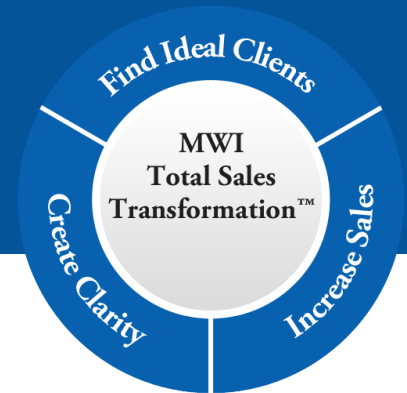
#### *Pipeline Funnel*

#### *MPS Surveys*

- 10 Go Forward Appointments/Week
- 1 Demo/Trial/Week
- 100 Telephone Calls / Week
- Min. 20 Cold Calls/Day
- 1 DAD /day in next 180/270 days
- 4 MPS Surveys/Quick Views/Month



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# ACHIEVING SALES BENCHMARKS

## Category

## Benchmarks

### Equipment Quotas

***Retail Rep***

***Named Account***

***Major Account***

- \$30,000/month
- \$50,000/month
- \$75,000/month

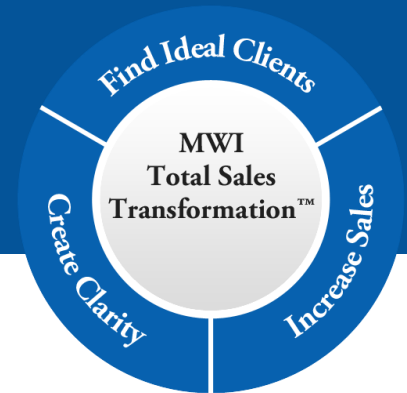
Benchmarks by Pros Elite







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# ACHIEVING SALES BENCHMARKS

## Category

## Benchmarks

### Business Mix

#### ***Net New Equipment Business***

- 25%-30% of Monthly Annual Equipment Revenue Quota

#### ***Current Customer (Includes additional Units in current accounts)***

- 70%-75% of Monthly Annual Equipment Revenue Quota

Benchmarks by Pros Elite



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# ACHIEVING SALES BENCHMARKS

## Category

## Benchmarks

### Sales Manager Activity

***Annual Equipment Revenue Quota***  
***Field Time***

***Coaching***

***Sales Rep Retention***

- 100%
- 1 Full Day with Each Sales Rep/Month
- 1 Written Plan/Review Document/Month
- 80% (20% Turnover)
- 30% Net New Business Each year.
- MPS in 100% of all proposals

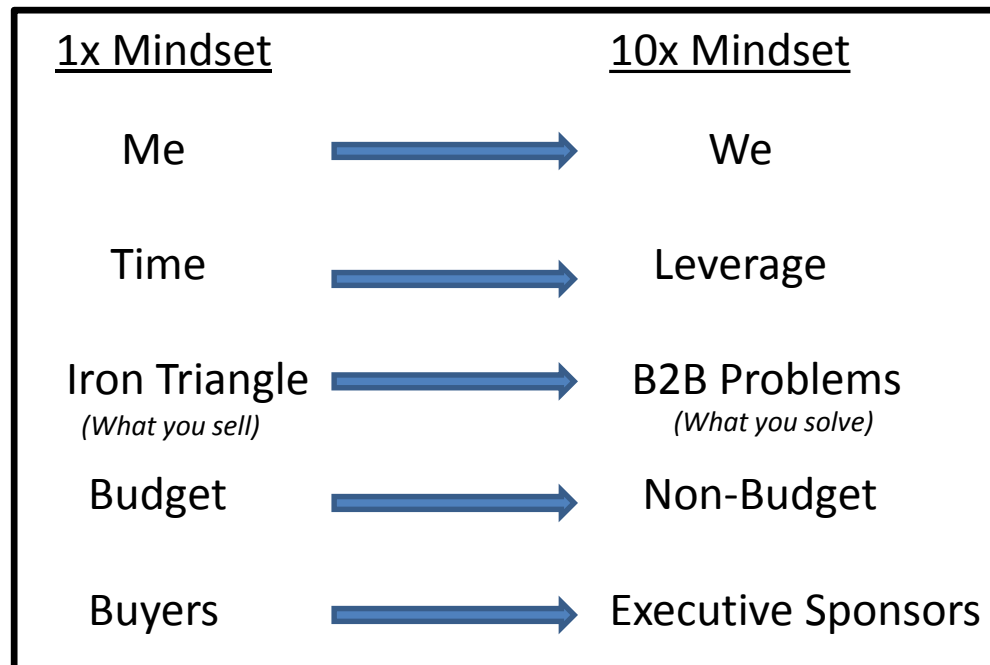
Benchmarks by Pros Elite



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# MINDSET SHIFT – EXPLOSIVE GROWTH



*“Where you are right now, what you believe is possible has a definitional ability to limit your ability to produce.”*





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# MINDSET SHIFT – EXPLOSIVE GROWTH

1x Mindset

Me



10x Mindset

We

**Shift:**

- 3-7 people are typically involved in buying
- Use more “group selling”

*“Where you are right now, what you believe is possible has a definitional ability to limit your ability to produce.”*

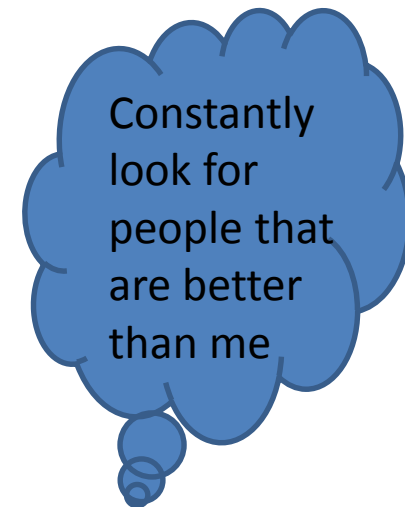
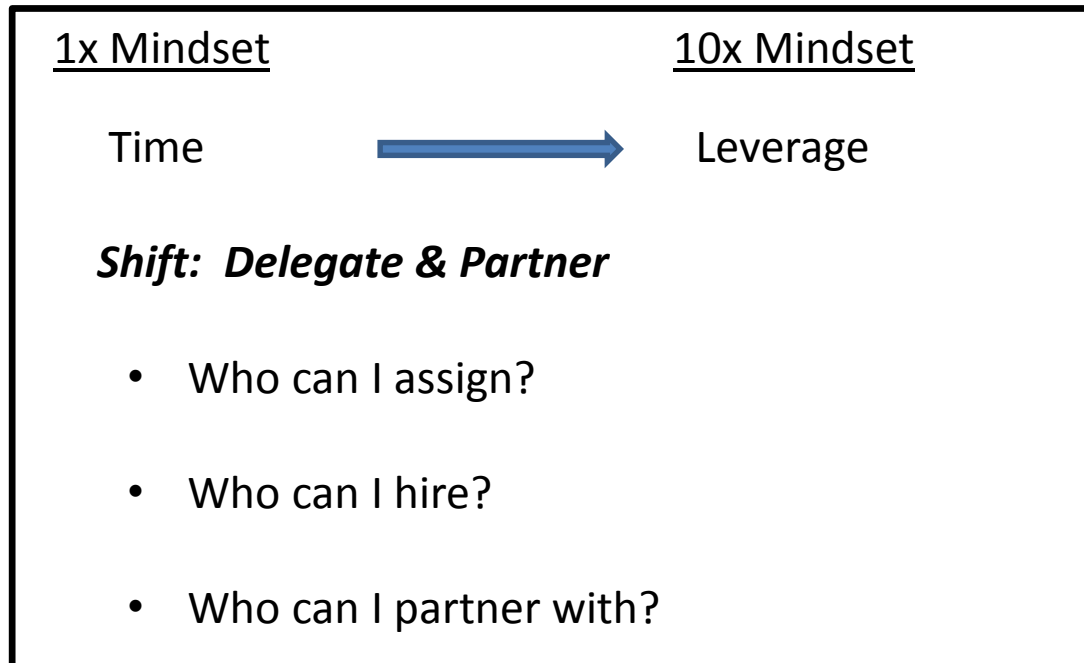




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# MINDSET SHIFT – EXPLOSIVE GROWTH



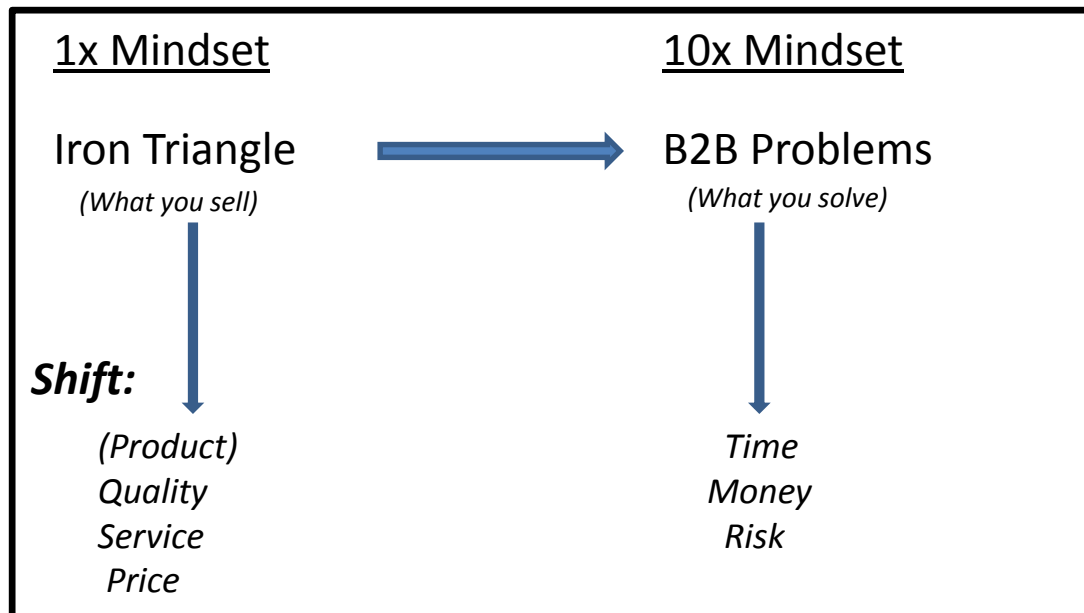
*“Where you are right now, what you believe is possible has a definitional ability to limit your ability to produce.”*



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# MINDSET SHIFT – EXPLOSIVE GROWTH



*“Where you are right now, what you believe is possible has a definitional ability to limit your ability to produce.”*





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# MINDSET SHIFT – EXPLOSIVE GROWTH

1x Mindset

10x Mindset

Budget



Non-Budget

***Shift: What is their budget to I don't care what their budget is***

- Change from asking price questions to the world of solving problems/offer a solution

*“Where you are right now, what you believe is possible has a definitional ability to limit your ability to produce.”*





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# MINDSET SHIFT – EXPLOSIVE GROWTH

1x Mindset

10x Mindset

Buyers



Executive Sponsors

***Shift: Front-line level buyers to Executive Sponsors***

- The size of the buy is equal to the size of the problem

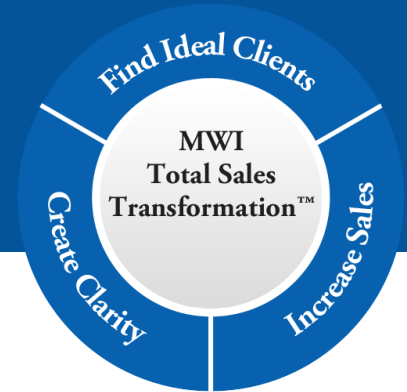
*“Where you are right now, what you believe is possible has a definitional ability to limit your ability to produce.”*







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## MINDSET SHIFT – EXPLOSIVE GROWTH

*“Organizations are perfectly designed to achieve their current results.*

*If you want different results, then change your design.” – Tom Searcy*



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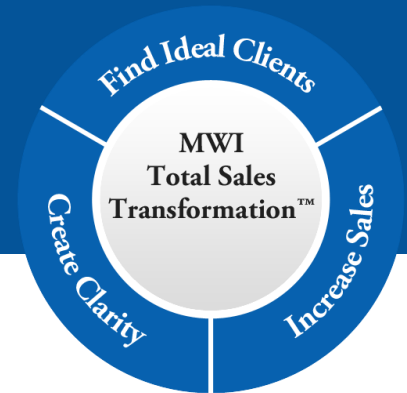
## EFFECTIVE COACHING - IMPLEMENT

*“Effective coaches focus on what they can do now to make what they want to happen In the future happen.”*

Jim Stanley



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## EFFECTIVE COACHING

Why do you think most managers don't implement "effective coaching?" What are the **barriers preventing more coaching?**

- Inappropriate timing
- Competing pressures
- Lack of reinforcement
- Fear of coaching
- Inadequate models
- Lack of follow through





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# EFFECTIVE COACHING

## ATTRIBUTES OF AN EFFECTIVE COACH

- Implement proactive listening skills
- Encourage subordinate and self evaluation
- Be conscious of your verbal & nonverbal communication  
(body language)
- Respect others around you
- Be specific in your advice/feedback - more specific is more effective
- Keep it simple and focus on one or two things at a time





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# EFFECTIVE COACHING

## FEEDBACK IS VITAL

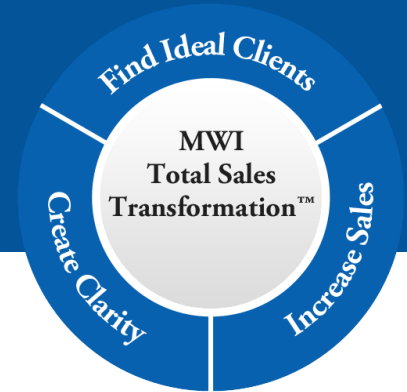
- Coach and give feedback
- Clarify Objections
- Provide resources and networking support
- Communicate business results and relevant updates



ANALYSIS  
SOLUTION  
PROCESS  
OBJECTIVES  
TEAMWORK  
VISION  
SALES



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# EFFECTIVE COACHING

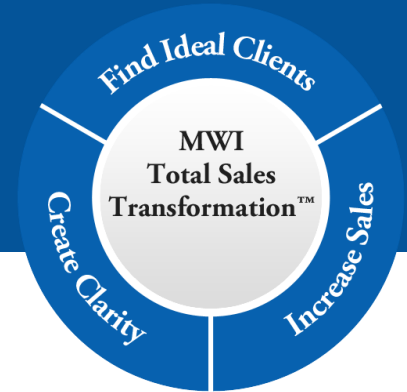
## GOALS OF EFFECTIVE COACHING

- Build and retain “Ultimate Fighters”
- Be consistent with results over time
- Transition Expectations into Standards





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# EFFECTIVE COACHING

## CHARACTERISTICS OF “ULTIMATE FIGHTERS”:

Driven

Results Oriented

Reliable

Dedicated

Trustworthy

Positive

Team Player

Effective Communicator

Competitive

Coachable

Tenacious

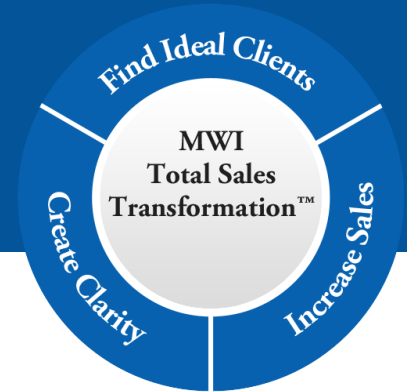
Integrity

Goal Oriented

Growth Mindset



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## EFFECTIVE COACHING

### **“ULTIMATE FIGHTERS” EMPLOYEE BEHAVIORS Creating High Standards**

*A lot of Managers try to manage personalities and results instead of behaviors and activities.  
You can't change someone's personality or control results; however you can control behavior and activities.*





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## EFFECTIVE COACHING

**INSPECT WHAT YOU EXPECT =  
HOLD PEOPLE ACCOUNTABLE**





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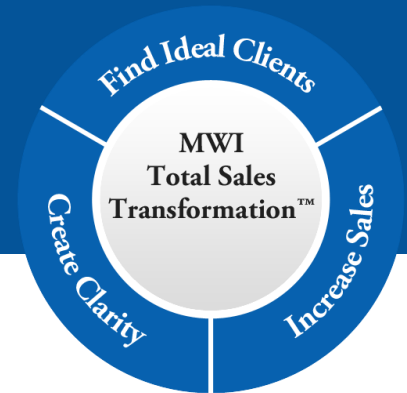
# ROADMAP

**SUCCESS IS A SYSTEM . . . DO  
YOU HAVE A ROADMAP?**





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## NEXT STEPS . . . ROADMAP

Normal Rate

\$2,295/PERSON

***SPECIAL BTA RATE  
TODAY***

\$2,095/ PERSON

### Advanced Sales Management Training

**April 23<sup>rd</sup> – April 24<sup>th</sup>**

**Fort Myers, FL**



*Strategic  
Alliance*



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**Thank You,  
Questions?**

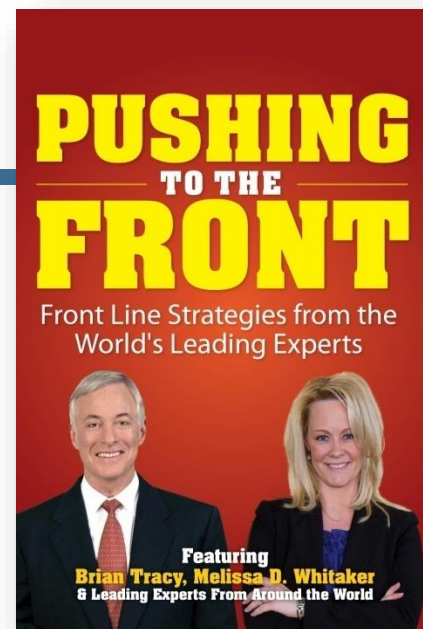
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Available on my  
website

