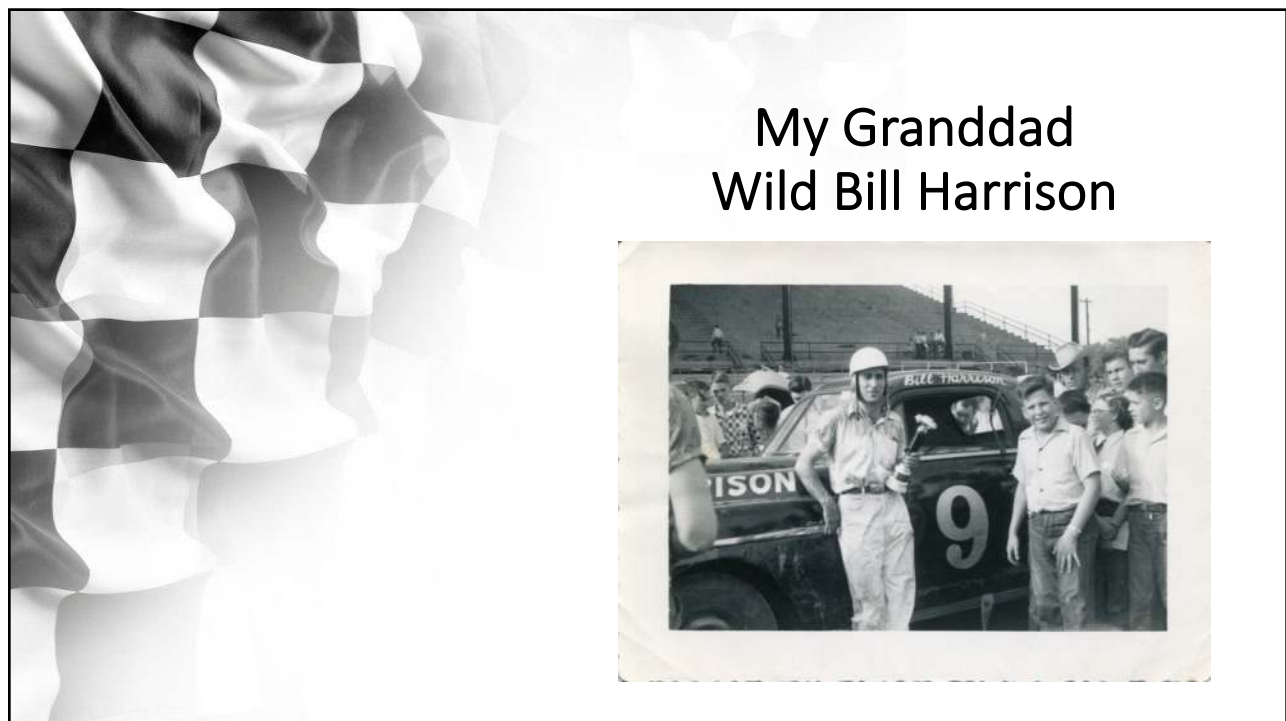




1



2

My Dad Gerry Harrison



3


Meet FRED!




FRED – My
name for your
ideal customer

- Difference Maker Accounts – High Profit CONTRIBUTION
- Fred is a PERSON
- Ultimate Decision Maker
- Meets Company Demographics
- The Right ATTITUDE

4



Win It Easy
or
Come in Fourth!



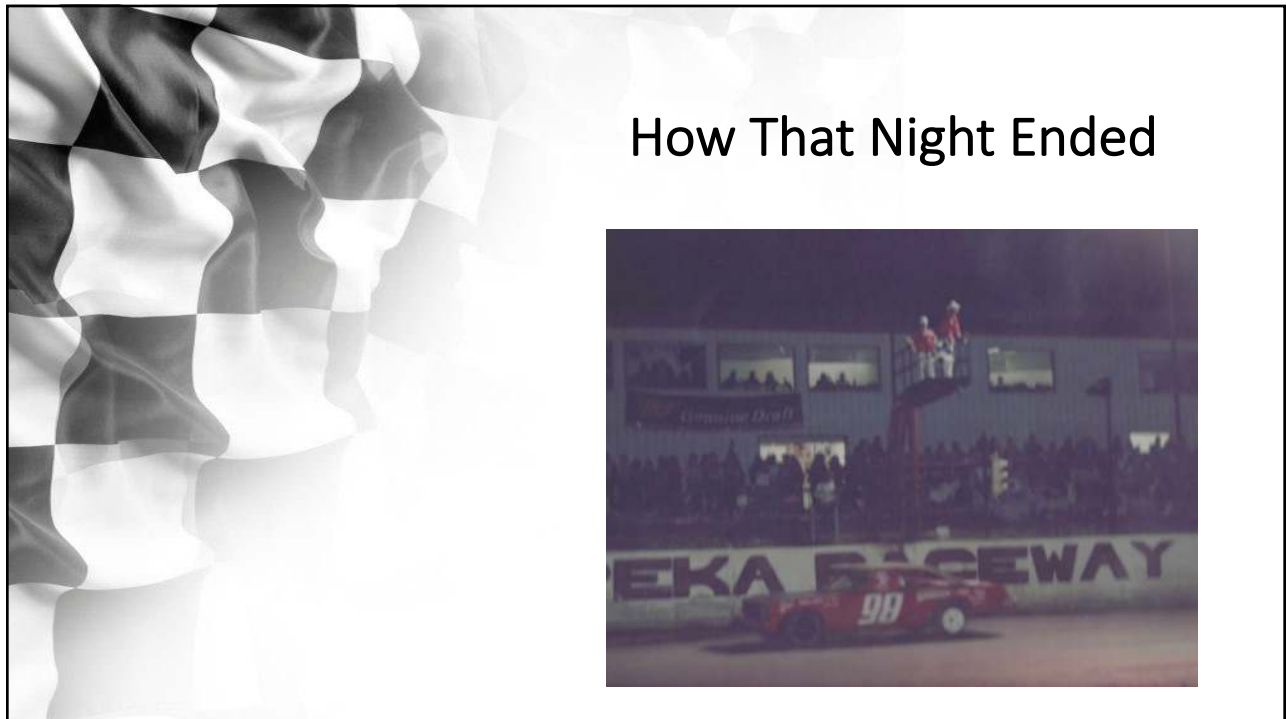
5

Why do Salespeople Not Reach Their Potential?

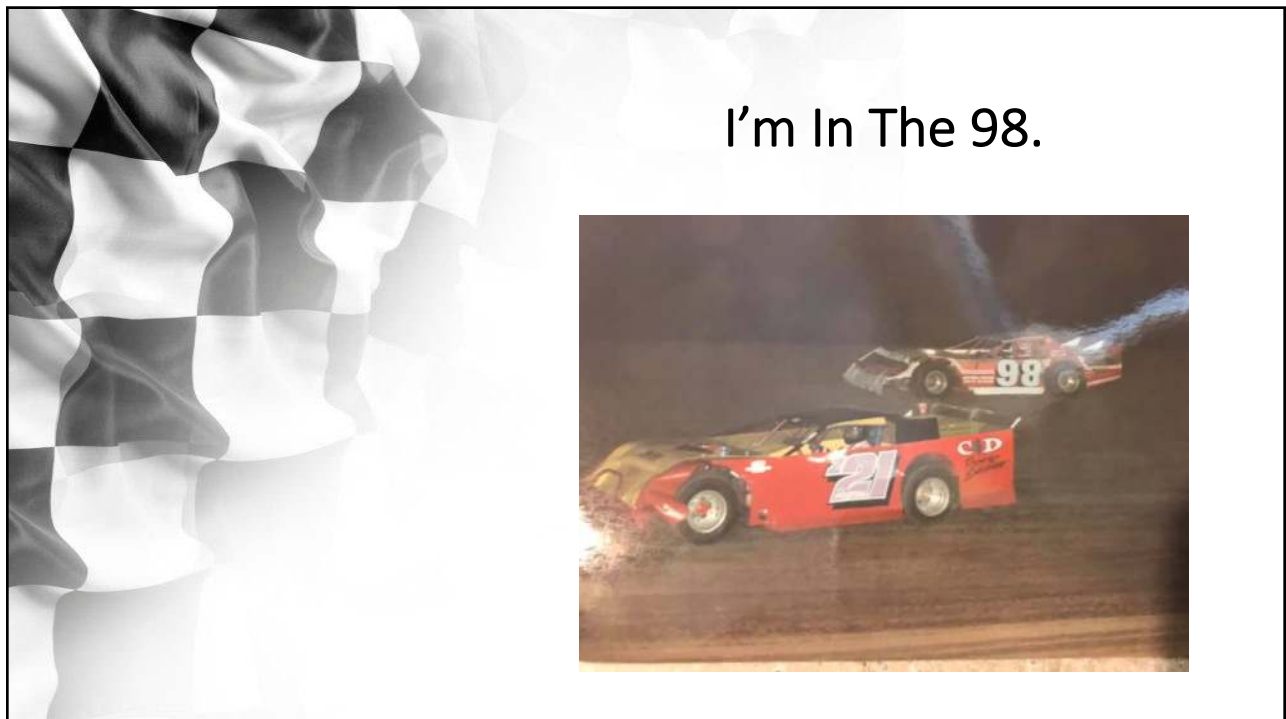


- Too much time chasing customers that won't buy and wouldn't make a difference if they did!
- FRED – The Feature Race – difference making customers
- TAKERS – The Trophy Dash
- Nope – Don't even start the race
- Race hard in the Feature
- Win the Trophy Dash easy or come in Fourth!

6



7



8




What Car Are You Driving?

- I was trying to drive Steve's car, not mine – and I got passed.
- What car are you trying to drive?
- Drive YOUR car.
- YOU know your pricing, your value proposition, etc.
- Don't let the competition drive YOUR car!

9



The Legend of Old Smokey



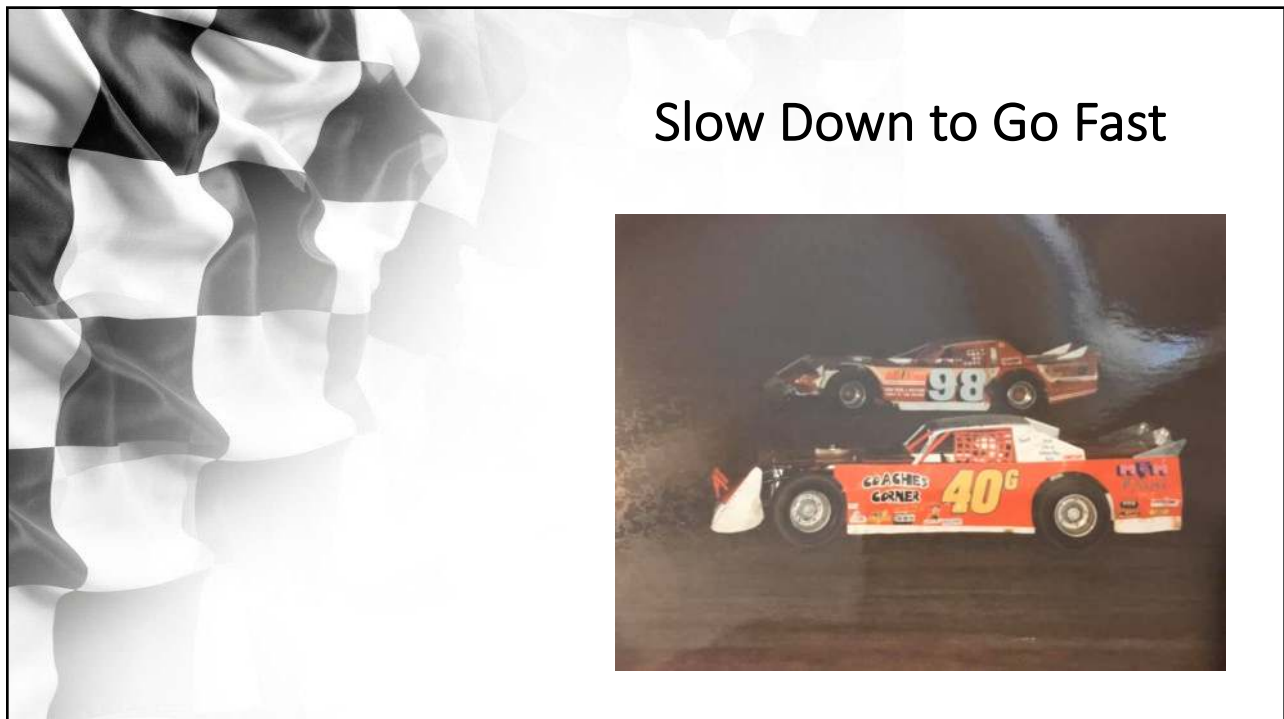
10




Adapt Improvise Overcome

- Just because you always did it that way doesn't mean it's the right way!
- More so, because "the industry" does it that way doesn't mean it's the right way!
- Adapt to circumstances.
- Circumstances – CUSTOMERS and their NEEDS.
- What can you offer customers outside the 'paper chain?'

11



Slow Down to Go Fast



12

Slow Down to Go Fast!



- Every sales call is MEANINGFUL!
- Focus on building relationships, not running around looking for “who is taking prices on a machine.”
- Keep salespeople on an even keel – rah-rah “motivation” seldom works.
- Keep a consistent hand on the steering wheel as a manager.

13

The Time Dad Helped Another Guy Beat Me



14



“Did You Want to Win, or Just Get a Trophy?”

- WINNING a sale means beating the other guy in a selling contest.
- If you simply offer a cheaper price, you haven't WON anything.
- You WIN when you get someone to pay MORE for doing business with you.
- Make salespeople give you at least TWO valid and specific reasons for buying from you BEFORE offering a cheap price.

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Racing's Lessons For Sales

- Win it Easy or Come in Fourth – Keep a focus on FREDs
- Which Car Are You Driving? – Make sure YOU set your agenda
- The Legend of Old Smokey – Adapt, Improve, Overcome
- Slow Down to Go Fast – Keep a long term focus and steady hand on the wheel
- Winning doesn't mean just being the cheapest

16



17

A presentation slide titled "THE SALES STRATEGY REVIEW" in a large, black, sans-serif font. Below the title is the subtitle "One hour conversation. Two to three tangible take aways." in a smaller, italicized font. The slide is divided into two horizontal sections: a light blue top section and a dark blue bottom section. In the top left corner of the light blue section, there is a blue circle with diagonal white stripes. In the dark blue bottom section, there are three circular icons arranged horizontally. The first icon is a white ship's wheel on a light blue background, with the text "GOALS & STRATEGY" below it. The second icon is a white compass rose on a light blue background, with the text "STAFFING & COMPENSATION" below it. The third icon is a white location pin on a green background, with the text "PARTNERS & CUSTOMERS" below it. At the bottom of the slide, in white text, is "TROY HARRISON, THE SALES NAVIGATOR" and "WWW.TROYHARRISON.COM/SSR".

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