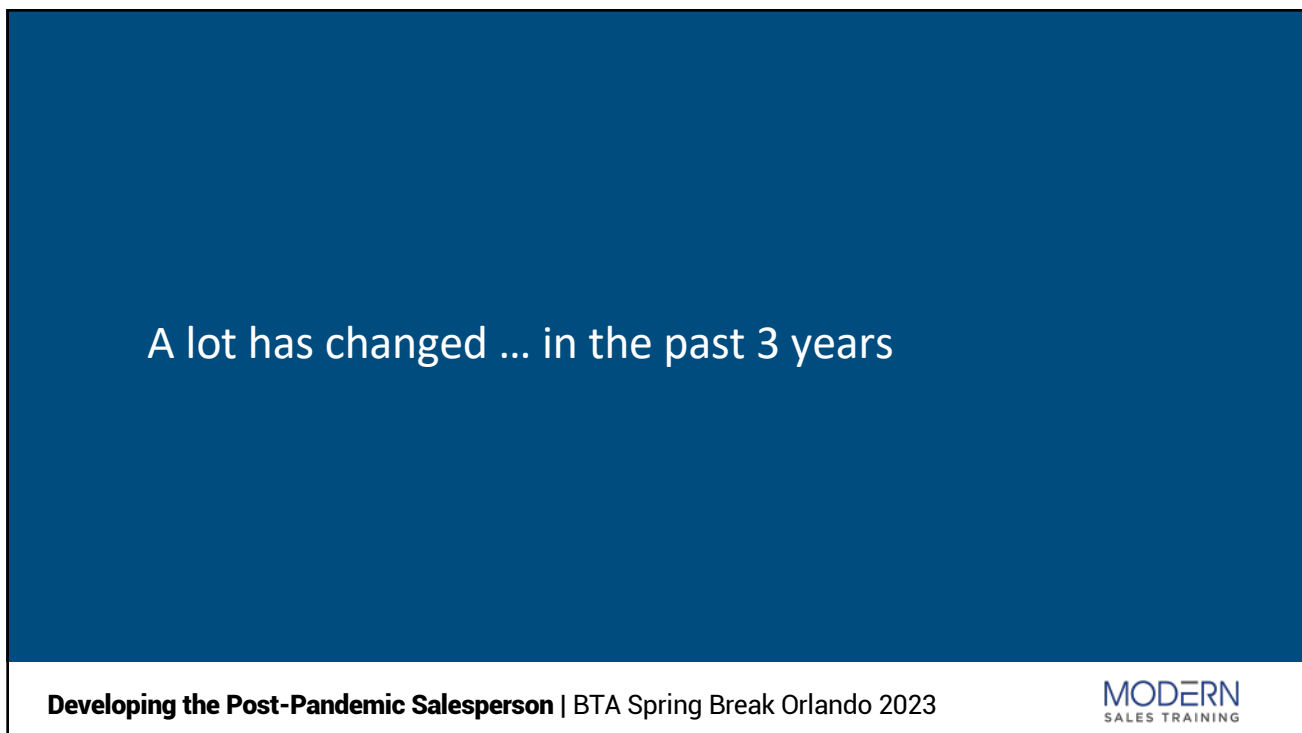




1



2

Who we were
3 years ago.



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3

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

Who we were
3 years ago.



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Then the Pandemic
Shut the world down



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5

Then the Pandemic
Shut the world down



We changed to adapt to the
new world.

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We took a new approach to going after
net new business

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7



We took a new approach to going after
net new business

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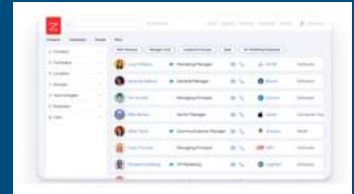
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8



We took a new approach to going after net new business

1. Ramped up data mining tools



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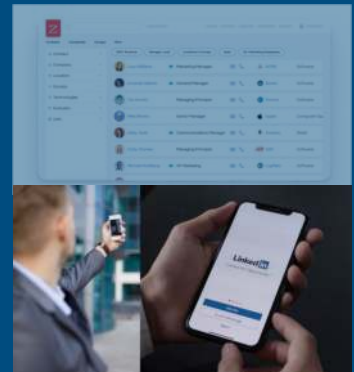
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9



We took a new approach to going after net new business

1. Ramped up data mining tools
2. Started dedicating time to social selling



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We took a new approach to going after net new business

1. Ramped up data mining tools
2. Started dedicating time to social selling
3. Started “cold emailing” strategies



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Results were underwhelming.

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We'd forgotten that WE HAVE territories, zip codes, streets to visit



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LinkedIn didn't help us. (Not like we hoped)

LinkedIn Business Highlights from Microsoft's FY22 Q4 Earnings

Published on Jul 26, 2022 | Categories: Company News

LinkedIn Corporate Communications

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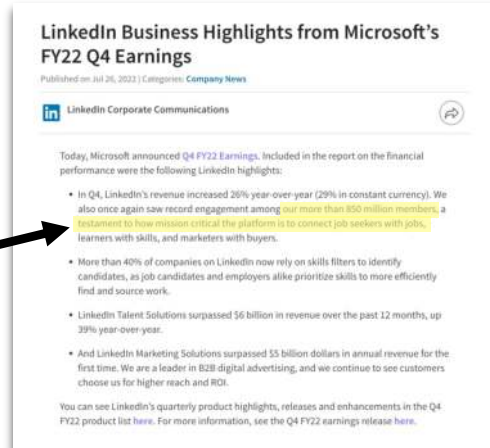
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14

LinkedIn didn't help us. (Not like we hoped)

"A testament to how mission critical LinkedIn is to connect job seekers with jobs."



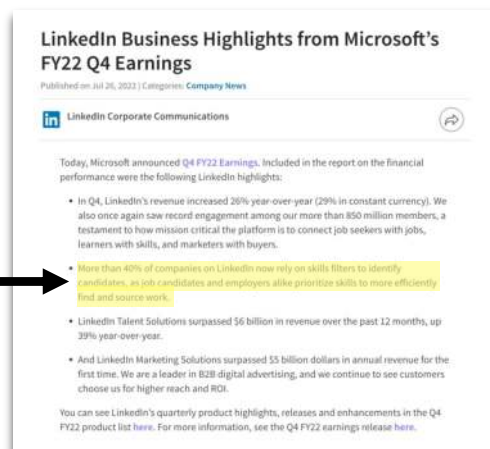
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15

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



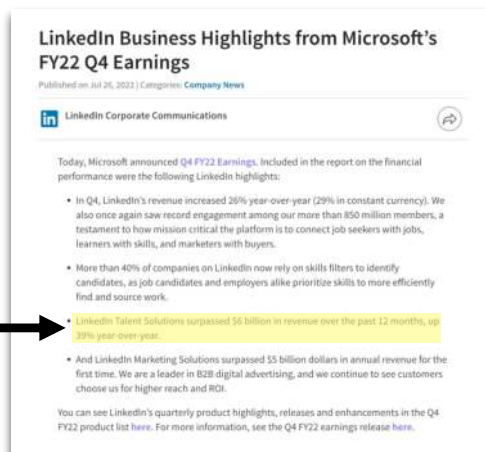
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16

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

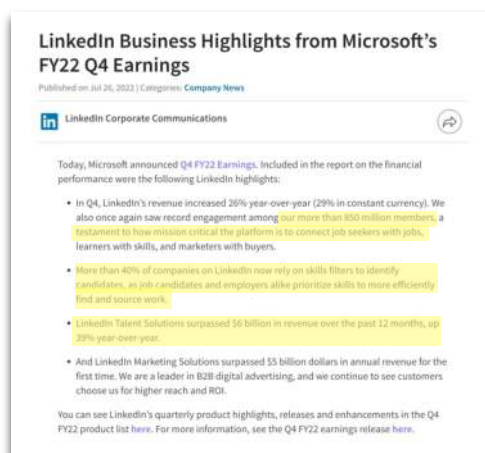


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LinkedIn didn't help us. (Not like we hoped)



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18

LinkedIn didn't help us. (Not like we hoped)

LinkedIn

=

monster®
Find Better.™

indeed®

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20

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\$0 rev for 10 months —> Got a sales director job in SV



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Made \$700,000+ in Miami —> Never went on LinkedIn



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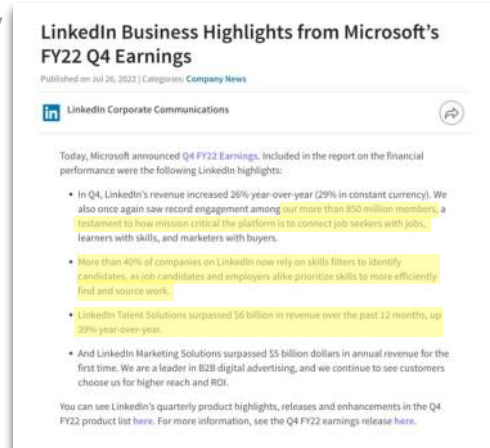
\$0 rev for 10 months —> Got a sales director job in SV



Made \$700,000+ in Miami —> Never went on LinkedIn



Gained over 30,000 followers posting 3x per day about office technology —> 0 deals closed from it (over 3 years).

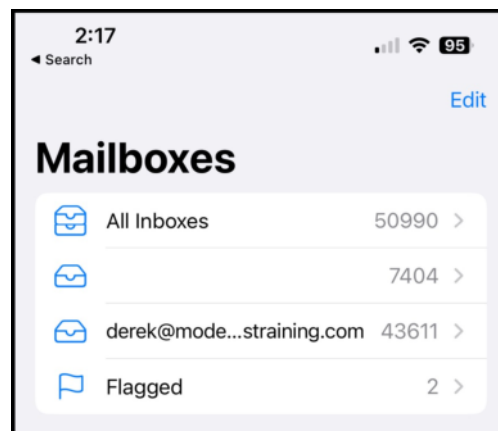


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And SHOCKER...nobody likes cold email.



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A lot has changed ... in the past 3 years

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A lot has changed ... in the past 3 years

with us

26

We need to get back to the basics



Ditch the
"If we build it, they will come"

Get back to what built our dealerships. DO THE
WORK

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

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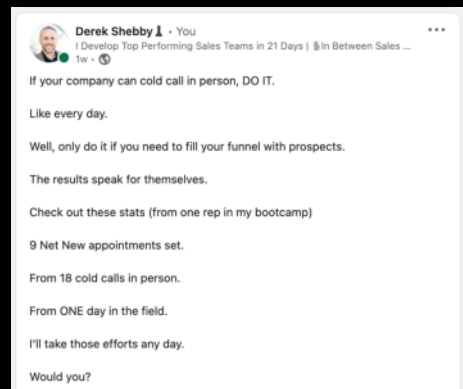
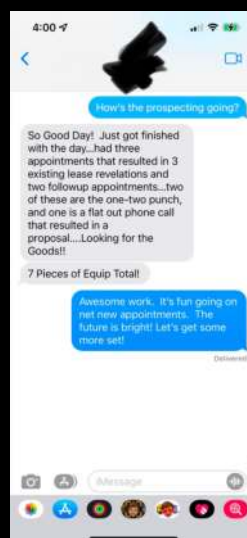
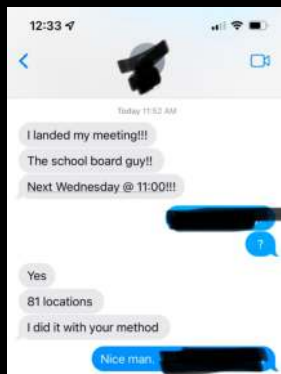
28

We Are Witnessing

The Net New Business Gold Rush

29

Over the past 180 days



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The collage features several screenshots of text messages:

- 12:53:** "Just closed an MPS deal for \$350 a month at 24 months 4 printers." / "HELL YEAH!"
- 9:23:** "Good!! Got 1 appt today with a big non profit" / "I used your objection note cards and worked perfectly 🥰"
- 4:34:** "Set 4 appts today"
- 1:52:** "Says you're closing \$75k here today" / "Oh yeah!" / "Competitive knockout and I was going against a former colleague" / "How'd you break in?" / "Cold calling man"
- 6:55:** "I did 20 phone calls this morning. 6 decision makers. 1 meeting set for next week. I'm out on foot now." / "Hell yeah man"
- 11:29:** "What a great day today! 1 machine sold, 3 net new appointments" / "Awesome! Did you set them in the field or over the phone?" / "In the field"
- 5:09:** "New rep closed 11 machine mps deal at 140%" / "Hell yeah!"
- 10:10:** A photo of a newspaper clipping.
- 3:00:** "Another appointment set"
- 5:09:** "I feel great Derek . I've been here for 7 months and now I'm at the top. It's amazing the impact I'm doing and looking back it was all about my preparation. I've had huge deals in the past but I never had this amount of juice in the deal."

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31

HOW DO WE DEVELOP THIS POST-PANDEMIC SALESPERSON???

32



3 Recommendations

#1 Re-Calibrate Sales Leadership

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3 Recommendations

#1 Re-Calibrate Sales Leadership

#2 Keep the job EASY for them

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3 Recommendations

#1 Re-Calibrate Sales Leadership

#2 Keep the job EASY for them

#3 Build a culture of Activity

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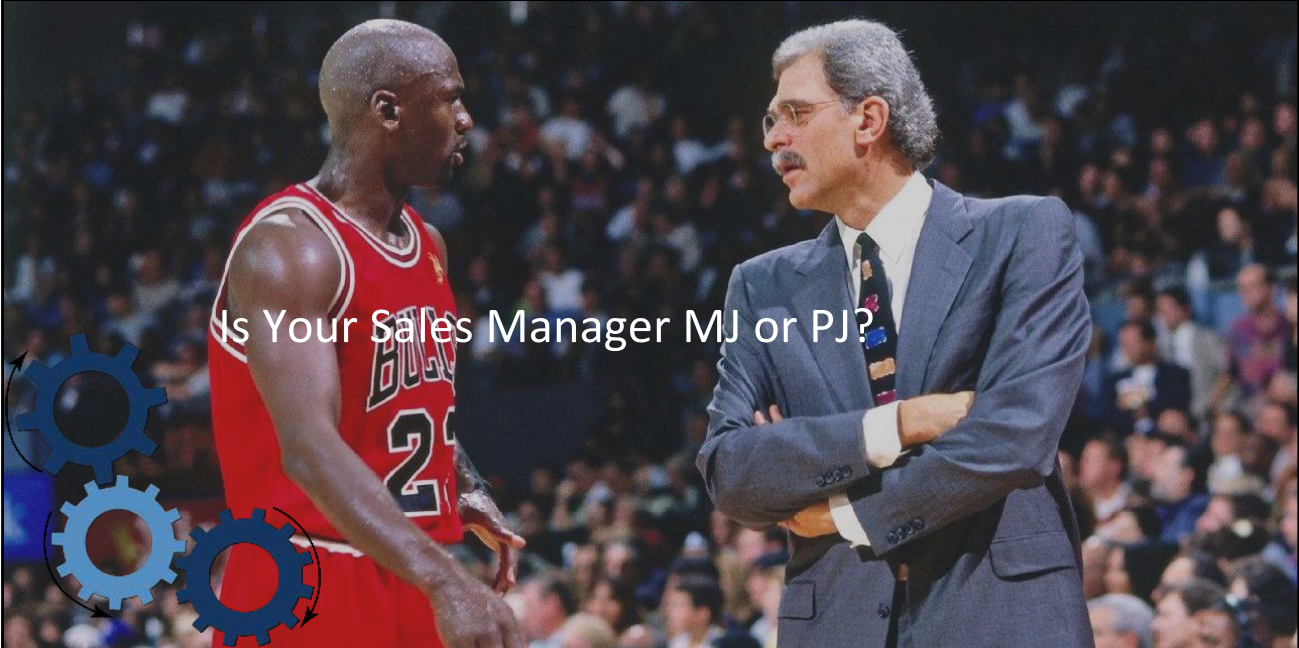


Re-Calibrate Sales Leadership

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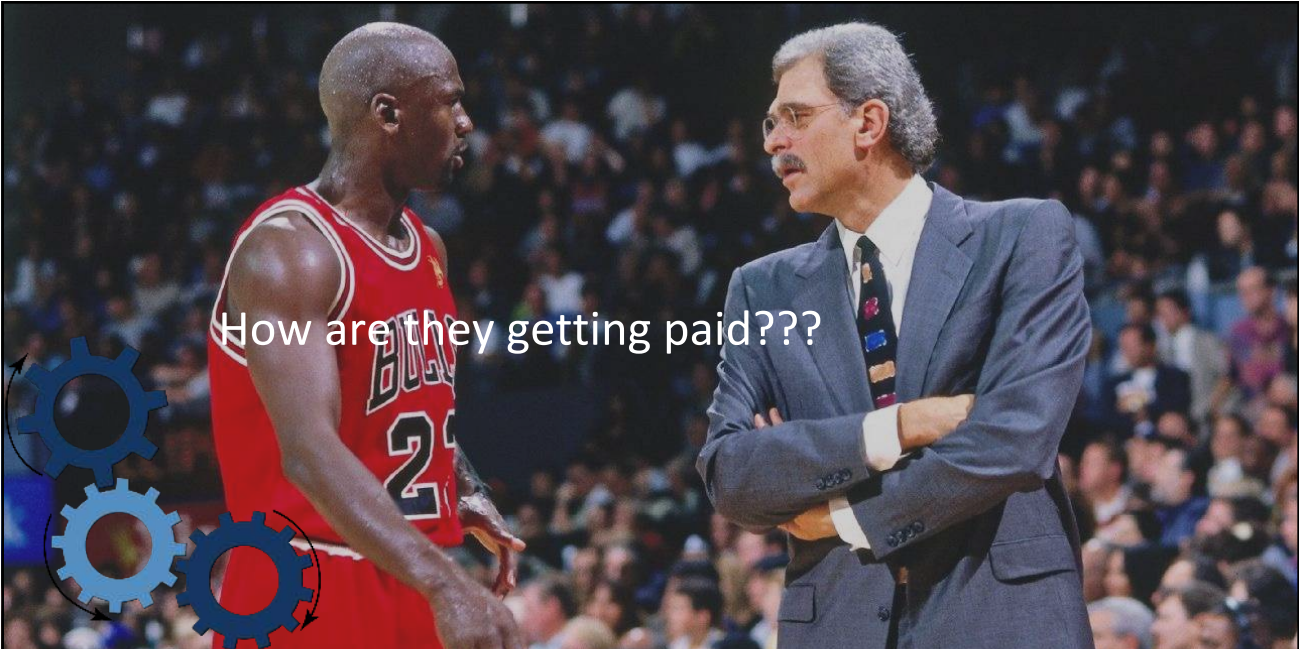
Is Your Sales Manager MJ or PJ?

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This slide features a photograph of Michael Jordan in a red Chicago Bulls jersey (number 23) and Coach Phil Jackson in a grey suit, standing on a basketball court. The text 'Is Your Sales Manager MJ or PJ?' is overlaid in the center. On the left side, there is a graphic of three interlocking gears in blue and red. The bottom of the slide has a black bar with white text for the event name and a logo for 'MODERN SALES TRAINING'.

37



How are they getting paid???

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This slide features the same photograph of Michael Jordan and Coach Phil Jackson as the previous slide. The text 'How are they getting paid???' is overlaid in the center. On the left side, there is a graphic of three interlocking gears in blue and red. The bottom of the slide has a black bar with white text for the event name and a logo for 'MODERN SALES TRAINING'.

38

REMINDER:

It's going to take TIME & EFFORT to get your salespeople up and running.

Don't forget how LONG you've been doing this job in THIS industry.

1 year
12 months

5 year
60 months

10 years
120 months

15 years
180 months

20 years
240 months



Don't forget how long our **salespeople** have been doing this.



7 days



30 days



90 days



6 months



12 months

They are babies compared to us.
Should we ever just let them “figure it out???”

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For MASSIVE IMPROVEMENT,
the best sales leaders look for **coaching moments**



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42

For MASSIVE IMPROVEMENT,
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#2 Keep the job EASY for them



MY EARNING EXPECTATIONS

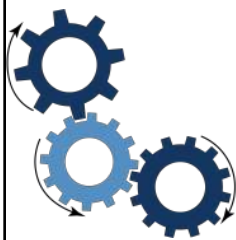
| | | |
|---|--|---|
| This Year I Expect to Earn An Income Of: | | TRUE STATISTIC (If demo/trial is done before presenting the proposal, the chances of winning the deal becomes 80%) |
| Subtract My Annual Base Pay: | | <div style="border: 2px solid blue; width: 100px; height: 100px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <div style="border-bottom: 1px solid black; width: 50px;"></div> </div> <p style="font-size: 0.7em; margin: 5px 0;"># of Deals Needed to Close this year DIVIDED by .80</p> <p style="font-size: 0.7em; margin: 5px 0;"># Demos needed to close to hit My Expectation</p> |
| Income From Commissions: | | |
| Average Commission Per Deal: | | |
| Remaining Commissions Divided By Average Commission Per Deal: | | |
| # Deals Needed to Close this year | | |

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#2 Keep the job EASY for them



MY EARNING EXPECTATIONS

This Year I
Expect to Earn
An Income Of: \$100,000

*TRUE STATISTIC (If demo/trial is
done before presenting the
proposal, the chances of winning
the deal becomes 80%)*

Subtract My
Annual Base Pay: _____

of Deals Needed to Close
this year DIVIDED by .80

Income From
Commissions: _____

Average
Commission
Per Deal: _____

Remaining
Commissions
Divided By Average
Commission Per
Deal: _____

Deals Needed to
Close this year

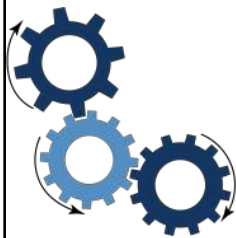
Demos needed to close to
hit My Expectation

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#2 Keep the job EASY for them



MY EARNING EXPECTATIONS

This Year I
Expect to Earn
An Income Of: \$100,000

*TRUE STATISTIC (If demo/trial is
done before presenting the
proposal, the chances of winning
the deal becomes 80%)*

Subtract My
Annual Base Pay: \$40,000

of Deals Needed to Close
this year DIVIDED by .80

Income From
Commissions: _____

Average
Commission
Per Deal: _____

Remaining
Commissions
Divided By Average
Commission Per
Deal: _____

Deals Needed to
Close this year

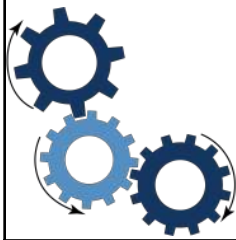
Demos needed to close to
hit My Expectation

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#2 Keep the job EASY for them



| MY EARNING EXPECTATIONS | |
|---|-----------------------------------|
| This Year I Expect to Earn An Income Of: | \$100,000 |
| Subtract My Annual Base Pay: | \$40,000 |
| Income From Commissions: | \$60,000 |
| Average Commission Per Deal: | |
| Remaining Commissions Divided By Average Commission Per Deal: | # Deals Needed to Close this year |

TRUE STATISTIC (If demo/trial is done before presenting the proposal, the chances of winning the deal becomes 80%)

of Deals Needed to Close this year DIVIDED by .80

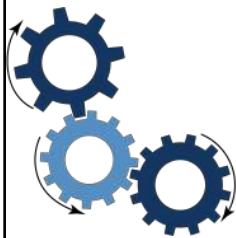
Demos needed to close to hit My Expectation

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#2 Keep the job EASY for them



| MY EARNING EXPECTATIONS | |
|---|-----------------------------------|
| This Year I Expect to Earn An Income Of: | \$100,000 |
| Subtract My Annual Base Pay: | \$40,000 |
| Income From Commissions: | \$60,000 |
| Average Commission Per Deal: | \$1,000 |
| Remaining Commissions Divided By Average Commission Per Deal: | # Deals Needed to Close this year |

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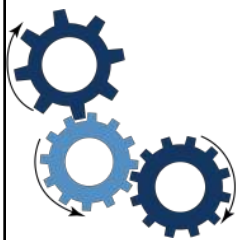
Demos needed to close to hit My Expectation

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#2 Keep the job EASY for them



| MY EARNING EXPECTATIONS | |
|---|-----------|
| This Year I Expect to Earn An Income Of: | \$100,000 |
| Subtract My Annual Base Pay: | \$40,000 |
| Income From Commissions: | \$60,000 |
| Average Commission Per Deal: | \$1,000 |
| Remaining Commissions Divided By Average Commission Per Deal: | 60 |
| # Deals Needed to Close this year | |

TRUE STATISTIC (If demo/trial is done before presenting the proposal, the chances of winning the deal becomes 80%)

of Deals Needed to Close this year DIVIDED by .80

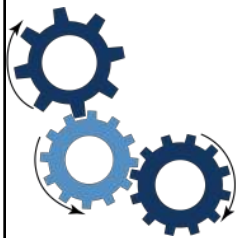
Demos needed to close to hit My Expectation

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49

#2 Keep the job EASY for them



| MY EARNING EXPECTATIONS | |
|---|-----------|
| This Year I Expect to Earn An Income Of: | \$100,000 |
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of Deals Needed to Close this year DIVIDED by .80

75

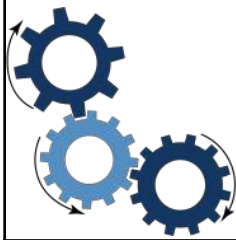
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50

#2 Keep the job EASY for them



| MY EARNING EXPECTATIONS | |
|---|-----------|
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| # Deals Needed to Close this year | |

TRUE STATISTIC (If demo/trial is done before presenting the proposal, the chances of winning the deal becomes 80%)

of Deals Needed to Close this year DIVIDED by .80

75

6.25 demos / month

Demos needed to close to hit My Expectation

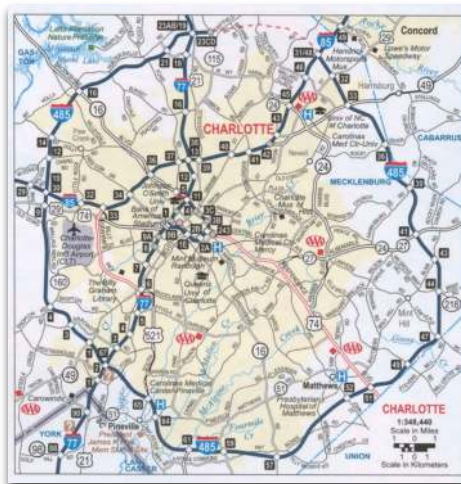
Keep them focused on doing the RIGHT activities

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#3 Build a culture of Activity



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#3 Build a culture of Activity

2,000 establishments per territory



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#3 Build a culture of Activity

2,000 establishments per territory

667 establishments plan to upgrade equipment per year



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#3 Build a culture of Activity

2,000 establishments per territory

667 establishments plan to upgrade equipment per year

56 establishments plan to upgrade equipment this month



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#3 Build a culture of Activity

2,000 establishments per territory

667 establishments plan to upgrade equipment per year

56 establishments plan to upgrade equipment this month

\$560,000 potential per month

if each sale was worth on average \$10,000



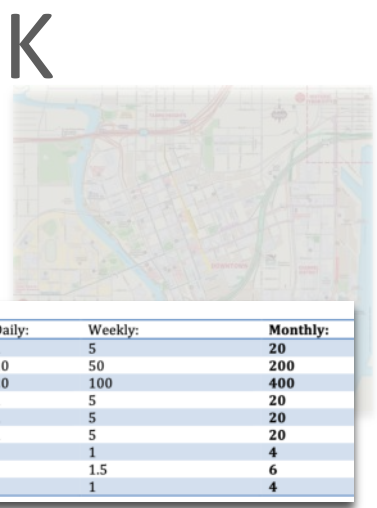
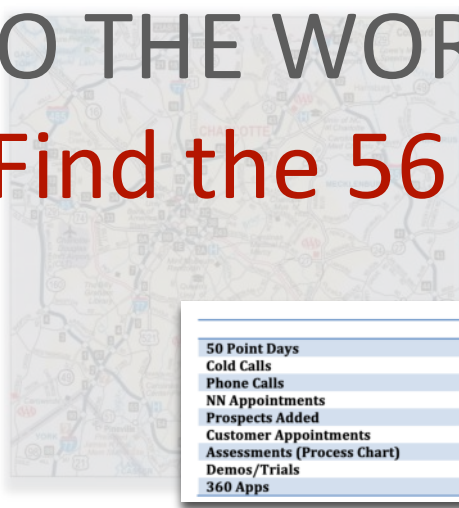
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56

Build a culture of Activity

DO THE WORK
Find the 56!



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

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57

SUMMARY

HOW DO WE DEVELOP
THIS POST-PANDEMIC
SALESPERSON???



58

Summary



Get back to who we were before the Pandemic.

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59

Summary



Get back to who we were before the Pandemic.



Get your sales leadership involved in more coaching moments.

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60

Summary



Get back to who we were before the Pandemic.



Get your sales leadership involved in more coaching moments.

| MY EARNING EXPECTATIONS | |
|---|--|
| This Year I Expect to Earn An Income Of: _____ | TRUE STATISTIC (If demo/trial is done before presenting the proposal, the chances of winning the deal becomes 80%) |
| Subtract My Annual Base Pay: _____ | # of Deals Needed to Close this year DIVIDED by 80 |
| Income From Commissions: _____ | <div style="border: 1px solid blue; width: 100px; height: 40px; margin: 0 auto;"></div> |
| Average Commission Per Deal: _____ | # Deals needed to close to hit My Expectation |
| Remaining Commissions Divided By Average Commission Per Deal: _____ | # Deals Needed to Close this year |

Keep their job easy!

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61

Summary



Get back to who we were before the Pandemic.



Get your sales leadership involved in more coaching moments.

| MY EARNING EXPECTATIONS | |
|---|--|
| This Year I Expect to Earn An Income Of: _____ | TRUE STATISTIC (If demo/trial is done before presenting the proposal, the chances of winning the deal becomes 80%) |
| Subtract My Annual Base Pay: _____ | # of Deals Needed to Close this year DIVIDED by 80 |
| Income From Commissions: _____ | <div style="border: 1px solid blue; width: 100px; height: 40px; margin: 0 auto;"></div> |
| Average Commission Per Deal: _____ | # Deals needed to close to hit My Expectation |
| Remaining Commissions Divided By Average Commission Per Deal: _____ | # Deals Needed to Close this year |

Keep their job easy!

DO THE WORK

Find the 56

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62



63

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