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Capture the Magic
Nov. 17-18, 2011
Paris Hotel Las Vegas
Las Vegas, Nev.

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David Ramos

- 15 Years Imaging Industry Experience
- Xerox Corporation
 - Major Accounts Manager
- IKON Office Solutions
 - Regional Sales Manager
 - 10 Sales Executives
 - IKON University; US & Mexico
 - Instructed sales managers how to effectively lead and execute to plan
 - National Director of Sales Mexico
 - Director of Sales North Florida
 - \$60 million equipment and services budget
 - 8 Sales Managers
 - 72 Sales Executives
- Strategy Development – Sales Operations Consultant





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Strategy Development

- Management consulting and advanced sales training firm
- Advising companies on
 - Defending existing markets
 - Assessing entry into new ones
 - Developing growth strategies
 - Cost control
 - Profitable investment of resources

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CSO Insights Sales Performance Optimization

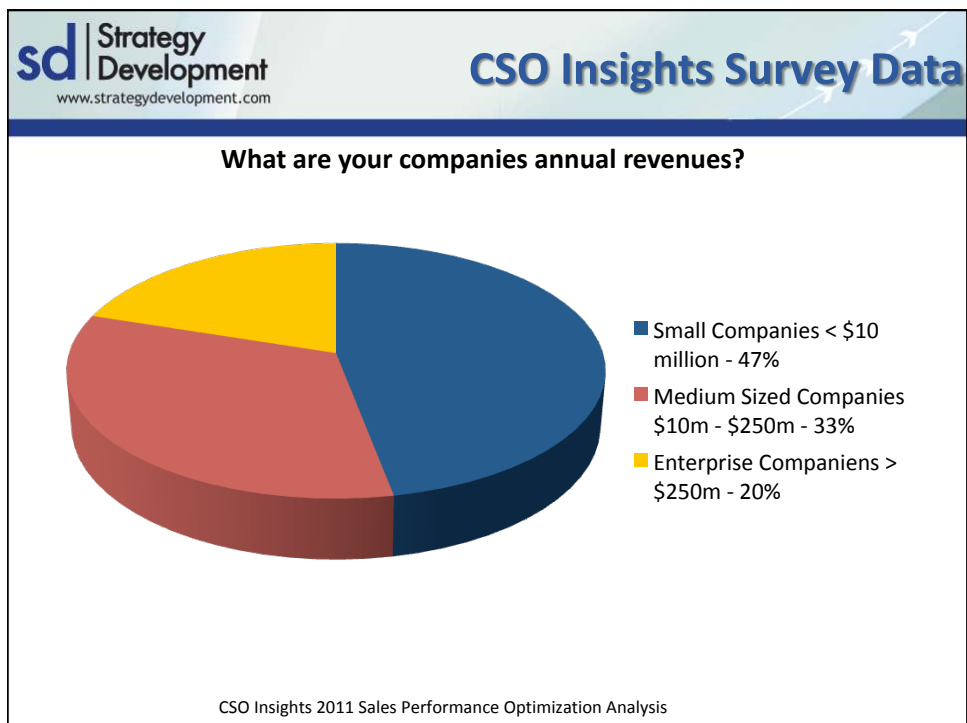

Chief Sales Officer Measuring Effectiveness

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2011 Sales Performance Study

- 2,000+ Firms
- 100+ Metrics
- Understanding Sales Challenges and Why they Exist
- Validating What “Better” Looks Like



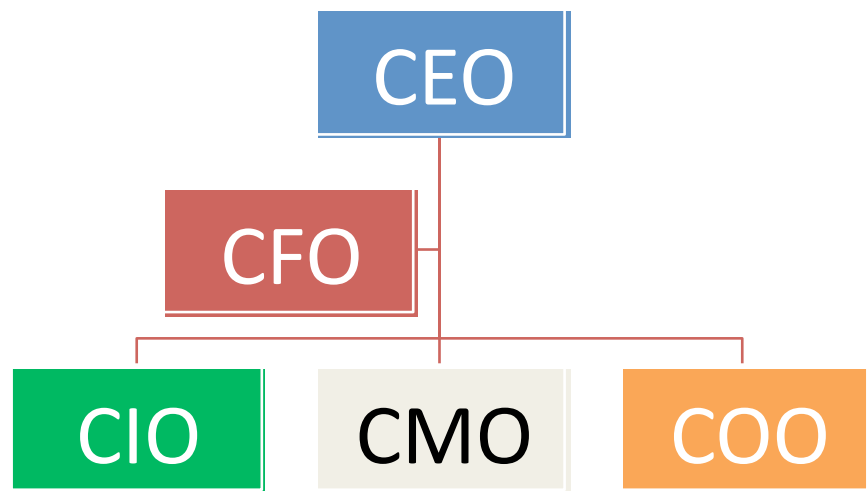


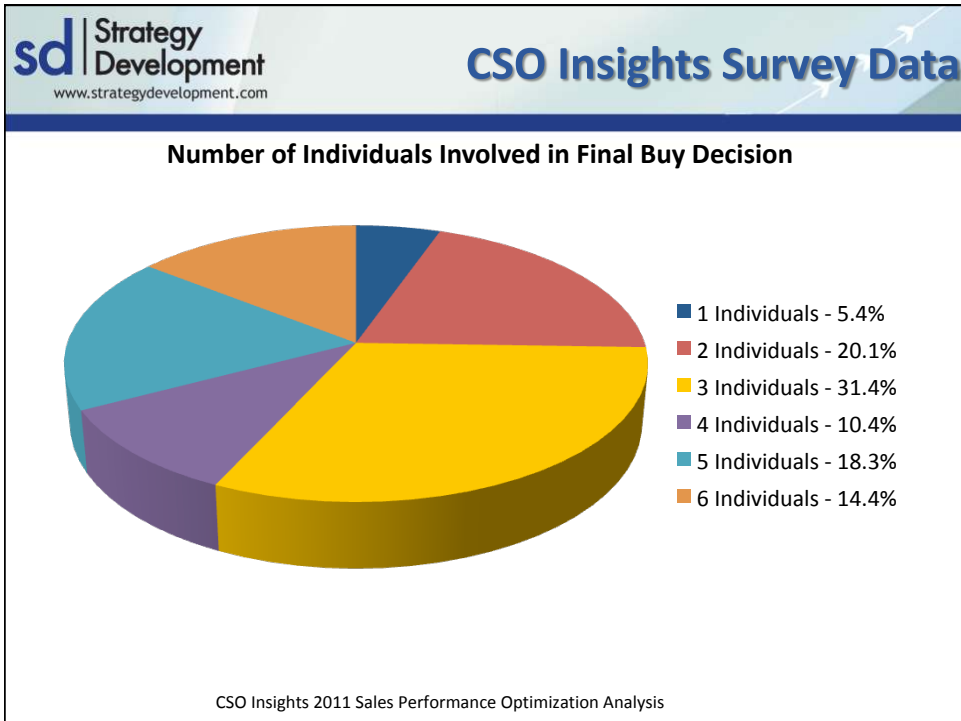
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Sales Organization Goals for 2011

- Increase sales professional productivity
 1. Increase revenues
 2. Capture new accounts
 3. Increase sales effectiveness
 4. Improve Up-selling/Cross-selling
 5. Improve customer retention
- Improve access to key information
- Revise or implement sales process
- Reduce sales turnover
- Getting the right people on the bus
 - Hiring the right people

- Competition
 - Higher competitive activity – A3 & A4 companies competing for same market
 - Leases build switching costs into vendor relationships
 - Mature replacement market
- Commoditization of core product lines
- Changes in buyer behaviors
 - New buying processes
 - Longer sales cycles





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Bottom Line

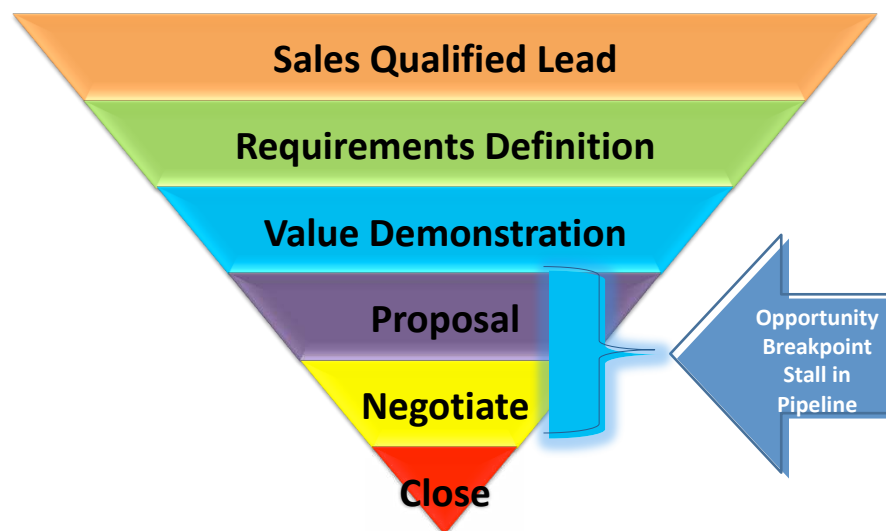
- Only 25.5% of the buying decisions are made by one or two individuals
- 74.5% are made by buying teams in organizations
- 58% of decisions take 6 – 9 months and an average of 6 – 9 calls
 - In 2009 it was 42% and 4 – 6 months and average of 3 – 5 calls

CSO Insights 2011 Sales Performance Optimization Analysis

Sales Skills Needed in Today's Marketplace

- **Marketplace Knowledge (Business Acumen)**
 - Business Principles
 - Industry Understanding
- **Sales Communications**
 - Ability to present concepts in one-on-one and group settings
 - Proposal writing skills
- **Selling Skills**
 - Prospecting with a balanced approach
 - Managing multiple decision makers
- **Time and Territory Management**
 - Ability to manage territory and achieve business goals
 - Targeting the accounts with the highest potential
- **Sales Process**
 - Measuring and Execution of Sales Cycle
 - Greater win rates with understanding of Customer Buying Cycle
- **Products and Services**
 - Ability to translate the by product and business value of the technology in your portfolio

Traditional Sales Training



- The Grand Illusion Created
 - Created in absence of buying process
 - Challenges defined as sales problems
 - We are in charge

Selling Cycle Process	Buying Cycle Process
Interest Development	Feel Pain
Needs Analysis	Define the Problem
Education	Envision the Solution
Demonstration	Define the Solutions
Proposal	Vendor Selection
Close	Negotiate
Installation	Implement the Solution
Account Management	Expand the Solution

“Basic business understanding from a financial and operational level.”

– Strategy Development

	Needs Improvement	Meets Expectations	Exceeds Expectations
Reps achieving quota	57%	62%	68%
Forecast outcome: Win/loss/ND	45%/33%/22%	49%/31%/20%	58%/23%/19%
Total rep turnover	42%	30%	25%

CSO Insights 2011 Sales Performance Optimization Analysis

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Sell With Success Course Agenda

- Introductions to Sales Process
- Time and Territory Management
- Business Acumen and Decision Maker Motivations
 - What is IT? Selling to the CIO
 - What is Finance Management? Selling to the CFO
- Prospecting with Balanced Approach
 - Navigating access and becoming a networking expert
- Initial Sales Call Discovery and Presentation Skills
- Questioning and Listening Skills
- Proposal Writing
- Negotiation Skills
- Account Planning and Customer Retention



QUESTIONS?

Thank you for your time!

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