

# Sales Is Still A Numbers Game

Introducing The New Math Of Sales Excellence!



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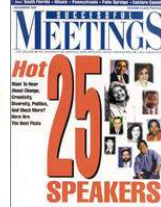
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## It Is Not Your People...It Is Your Process!!!

- Gil Cargill
  - Three+ Decades
  - 5,000 Companies
  - Coached Thousands
  - Keynote speaker
  - Acceleration Coach



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## Everything Is Wrong!

**Everything You've Ever  
Learned About Generating  
Leads And Growing Your  
Business Is Wrong!**



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## Everything Is Wrong!

**We're going to teach you a system for marketing your business to a point where it becomes instantly obvious to your prospects that they would be an idiot to do business with anyone other than you... at anytime, anywhere or at any price!**



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## What Would Happen...

- If all of your prospects called you for all desirable opportunities, all the time?
- Or thought that you were indispensable?



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## Goals

- De Bunk Myths
- Introduce A Better Process
- Reduce Sales Cycle
- Increase Revenue
- Increase Income
- Introduce New Tools
- ID Hidden Obstacles



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## What Would You Say???

- 36% Increase Year To Year Sales
- 21% Increase In Conversion Rates
- 26% Increase R.O.M.I.
- 17% Customer Retention
- 21% Avg. Order

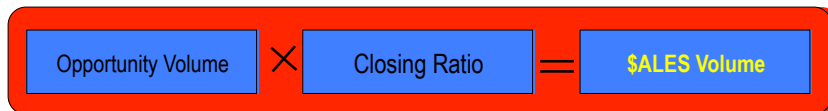


\*Aberdeen Group March 2008



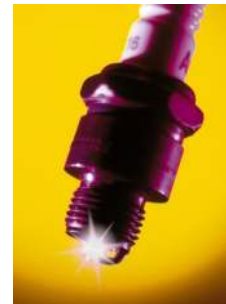
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## Sales Success Formula



Degree of T.O.M.A.

Skills Training



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## Patterson's Training

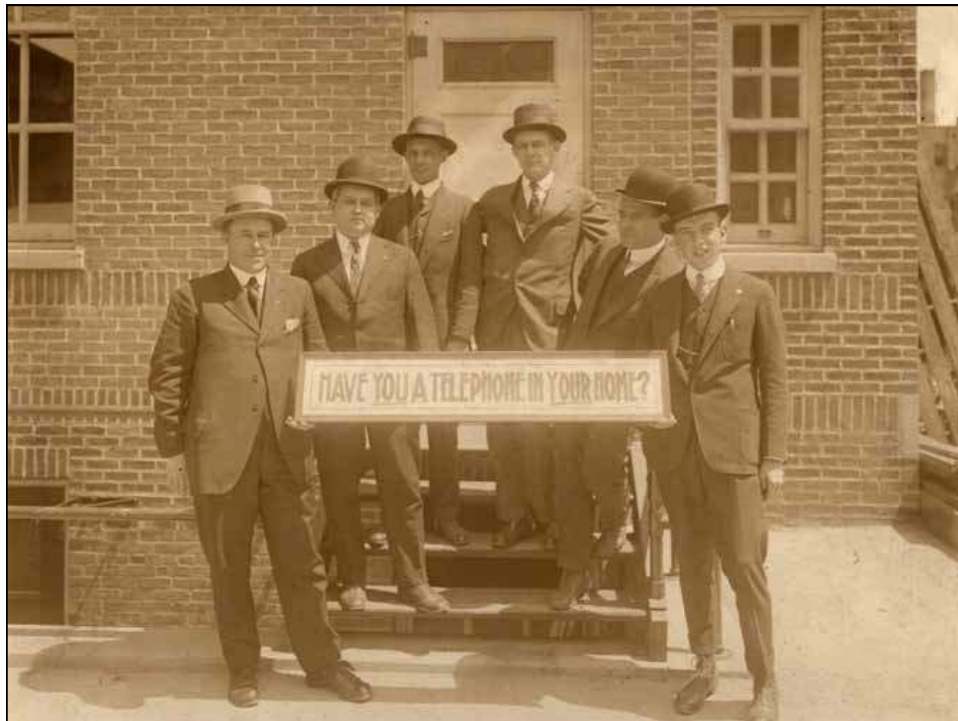
*Documented in 1873*

- Average Team Competes for Less Than 10% of All Available Opportunities
- Accounts for **Revenue**, Not Activities That Achieve Them
- Limits Selling Time! Less Than 14% Each Day Pursuing New Revenue



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## New School Selling

# SALES PROCESS TRAINING



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## Sales PROCESS Training

- Metrics Not Magic
- Can Be Inspected
- Accountability Built In
- Guaranteed
- Permanent Results



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## Sales Skills Training Doesn't Work ....

- Unless Training Rookies
- "Been There Done That"
- Proficiency Plateau
- 5.3 Week Lifespan
- Assume People Are Problem
- Doesn't Address Real Problem(s)
- Not Reinforced
- Mgmt. Not Involved



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## Six Billion Spent – No Improvement!!!



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## The Big Problem



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## How Much Would Your Profits Increase?

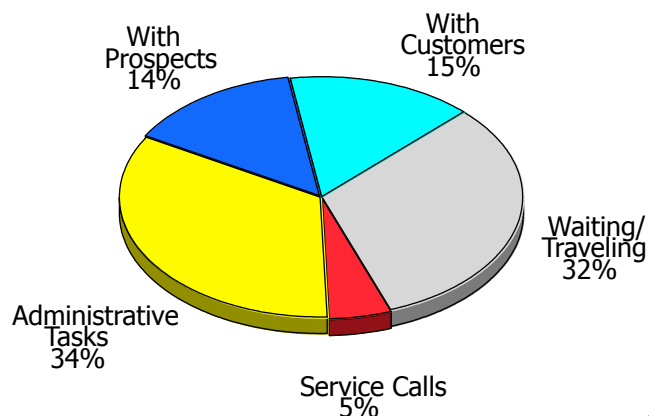
- Tripled The Number Of First Meetings?
- Doubled Number Of Quotes?
- Quadrupled The Number Of Relationships?
- Every Decision Considered You?
- If All Leads Were Pursued Perpetually?



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## Sales Time vs. Sales Success



\*Typical Sales Representative



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## Time Management

- Maximize R.O.E.
- Plan Time Investment
- Know Your Goal
- 10 Minutes Daily
  - One Month/Yr.
- Delegate
- Sacred Sales Time



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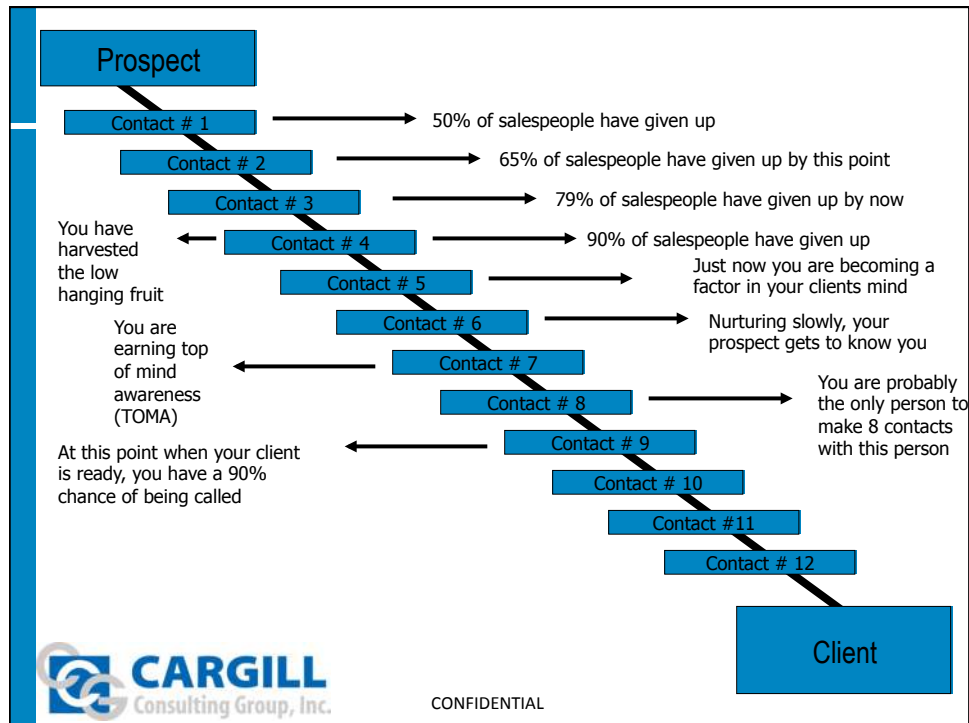
## 3x Factor In Place



*3X Company Annual Growth Goal*



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## The Facts

- 6-18 Months AFTER “Not Now!”
- 87% Of Leads Abandoned
- 45-63% Of Leads Buy
- Old Prospecting Doesn’t Work
- Sellers Can’t Afford To Pursue



## Sales Potential Worksheet

- Potential
- Headcount
- Comparison
- Process Cost
- Missed Dollars



Sales Potential Worksheet			
Number of new accounts you close per year		(I)	
Estimate your market share (%)		(II)	
Estimate your close ratio (%)		(III)	
Average annual revenue per new account		(IV)	
A.	$\frac{\text{Number of new accounts you close per year (I)}}{\text{Your close ratio (III)}} =$	Number of new accounts contested per year (V)	
B.	$\frac{\text{Number of new accounts contested per year (V)}}{\text{Your market share (II)}} =$	Number of new accounts closing per year (VI)	
C.	$\frac{\text{Number of new accounts closing per year (VI)}}{\text{Number of new accounts contested per year (V)}} =$	Number of non-contested new accounts per year (VII)	
<div> <div>Number of non-contested new accounts per year (VII)</div> <div>Your Close Ratio (III)</div> </div>		=	
<div> <div>Total # of non-contested new accounts you could win if you were to contest them all</div> <div>Average revenue per new account (IV)</div> </div>		=	
		Annual dollar value of new accounts closing not contested	

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## Sales Potential II

- Sales Time
- "Stuff"
- Opp \$\$
- Reassign



Sales Potential Worksheet (continued)			
Number of hours per day spent prospecting		(I)	
Number of hours per day spent selling		(II)	
Number of salespeople		(III)	
Estimated revenue per sales representative		(IV)	
Estimated monthly cost per sales representative		(V)	
(I)	X	(III)	X 22.3 = (VI)
Hours/day spent prospecting	# of salespeople	days/month	Total hours/month spent prospecting
(II)	X	(III)	X 22.3 = (VII)
Hours/day spent selling	# of salespeople	days/month	Total hours/month spent selling
(IV)	X	(III)	÷ (VII) = (VIII)
Estimated revenue per sales rep	# of salespeople	Total hours/month spent selling	Revenue per hour
(VIII)	X	(VI)	=
Revenue per hour	Total hours/month spent prospecting	Current opportunity cost of prospecting	Opportunity Dollars
(V)	÷	178.4	= (IX)
Estimated monthly cost per sales rep	hours/month	Current cost per hour	
(IX)	X	(VI)	=
Current cost per hour	Total hours/month spent prospecting	Current cost of prospecting	Hard Dollars

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## Alarming Facts!

- Each prospect that says, ***“stay in touch”***, creates a need for a sales person to touch that account 21 to 35 times per year!



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## Selling Power Study

	Level 1	Level 2	Level 3
Customer's Impression of You	Product Expert	Potential Resource	Business Consultant
Customer's Impression of The Event	Interruption	Sales Presentation	Business Meeting
Customer's Conclusion	Due Diligence Completed	Creative Ideas Explored	Compelling Value
Outcome	Sent Down	Considered	Continued Access




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## Selling Power Study




	Level 1	Level 2	Level 3
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## Selling Power Study



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## Keep The Funnel Full

- Top Of Mind Awareness
- Automated
- No Sales Time
- Accountability
- We Do Work



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## A Strategic Relationship

- Is about regular communications
- With suspects, prospects, and customers
- It is a persistent process
- It's about creating dialogs
- It allows you to demonstrate your capabilities
- It demonstrates your value



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## T.O.M.A.

- E Newsletters
- Post Cards
- Flyers
- Brochures
- Web Display Ads
- Closed Loop Documents
- Get In Touch...Stay In Touch



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## Your Formula For Success

$$\frac{(\# \times \$ \times \%)}{L} \times \text{FTE} = \$\$\$$$

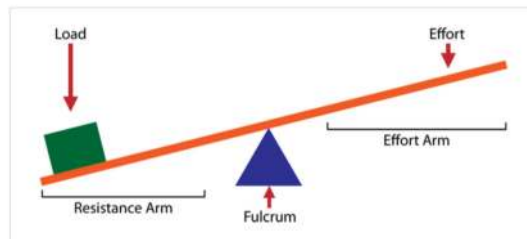


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## Five And Only Five Levers...

- Number Of First Meetings
- Dollars Per Deal
- Closing Ratio
- Length Of Sales Cycle
- Available Selling Time



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## The Answer Is... Small Things Count

- Improve One Lever...Some Revenue Increase
- Improve Them All Potential 36% Increase!!!



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## Number Of First Meetings



$$\frac{(\# \times \$ \times \%)}{L} \times \text{FTE} = \$\$\$$$



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## Number Of First Meetings

- Consideration Rate
- Lead Flow
- Hire More Sales People
- Closed Loop Marketing
- More First Meetings
- Cross Selling Focus



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## Dollars Per Deal



$$\frac{(\# \times \$ \times \%)}{L} \times \text{FTE} = \$\$\$$$



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## Deal Value


- Increase Fees/Prices
- Reduce Cost Of Sales
- Comp Plan Modifications
- Increase Time Availability



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## Closing Percentage


$$\frac{(\# \times \$ \times \%) }{L} \times \text{FTE} = \$\$\$$$

## Improve Win Rate

- Lead Scoring
  - Also Reduces Cycle
- Opportunity Qualification
- Soft Skills Training
- Follow Up
- CRM & Other Tools



## Length Of Sales Cycle

$$\frac{(\# \times \$ \times \%)}{L} \times \text{FTE} = \$\$\$$$

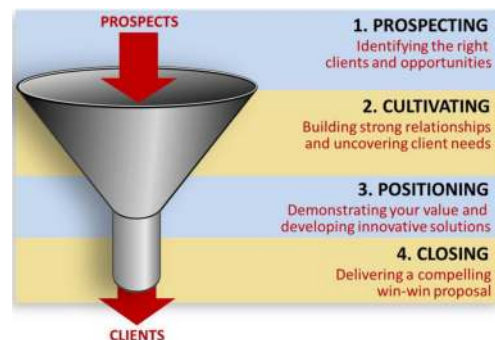



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## Shorten Sales Cycle

- Qualifying Process
- Win – Loss - Postpone
- Funnel Visibility
- Improve Funnel Velocity
- Improve Closing Ratios



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## Full Time Equivalents


$$\frac{(\# \times \$ \times \%)}{L} \times \text{FTE} = \$\$\$$$




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## Your Formula For Success

$$\frac{(\# \times \$ \times \%)}{L} \times \text{FTE} = \$\$\$$$




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## Problems We Correct

- Hiring Mistakes
- Over Paying For Under Performance
- Missed Forecasts
- Shrinking Margins
- Low Marketing R.O.I.
- “Surprises”
- Team Compliance
- Mgmt. Stress



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## Systems Are Mandatory

- Work Harder
- DIY (Good Luck)
  - Time
  - Money
  - Disruptions
- Predictable Results
- Leading vs. Lagging KPI's



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## Conclusion

**It Is Not Your People...  
It Is Your Processes!**



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Good Luck & Good Selling!!!



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