



It Is Not Your People
It Is Your **Process**

 **CARGILL**
Consulting Group, Inc.

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**YOU CAN'T BUILD A WORLD
CLASS SALES FORCE
WITHOUT A WORLD CLASS
SALES PROCESS**

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Virtual Sales VP

- Gil Cargill **VISTAGE**
 - Since 1978
 - 7,000 Companies
 - Trained Thousands
 - Keynote speaker
 - Sales PROCESS Expert



Virtual VP of Sales

- Implement Repeatable Process
- Reduce Cost of Sales
- Improve Marketing R.O.I.
- SMB's That Need Superstar Mgmt.
 - At a Fraction of the Cost
- 36% Increase in Top Line
- Hire, Coach, Train, "De-hire"
- On Site/Remote
- Affordable by All



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If Your Sales Team...

- Is Over Paid for Under Performance
- Misses Forecast
- Produces Excuses
- Un-Predictable Funnel
- Increases Costs
- Makes You Crazy
- You Need.....



LOOK IN THE MIRROR

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Fatal Sales Mgmt. Mistakes

- | | |
|-----------------------------|-----------------------------------|
| • Fixing without assessing | • Cheerleading not coaching |
| • Time allocation | • No training |
| • Lack of metrics | • Slow to terminate |
| • Lack of funnel management | • Overpaying for underperformance |
| • Hiring incorrectly | |



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Items That Impact Top Line

1. Time to Follow-Up
2. Number of Relationships
3. Degree of T.O.M.A.
4. Number of Marketing Touches
5. Customer Retention
6. Funnel Leakage
7. Funnel Capacity
8. **Footprint**



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Sales Effectiveness Evaluation

- On Line
- Time vs. Activities
- Activities vs. Results
- Touches
- Conversion Percentage

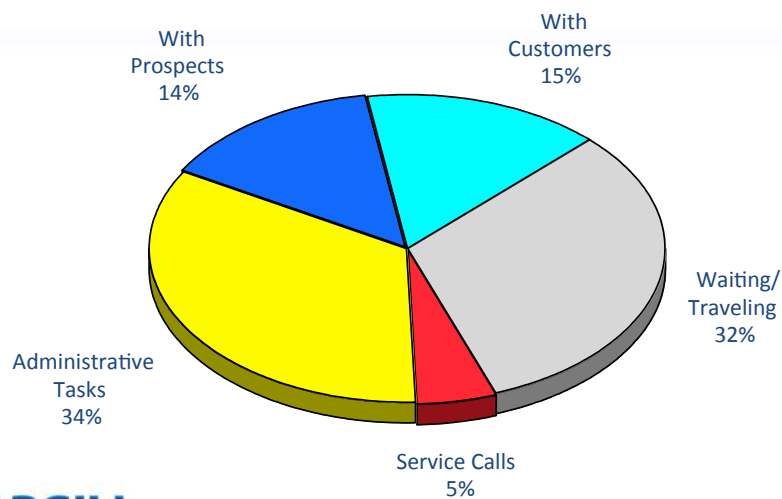


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When Can They Sell?



*Typical Sales Representative



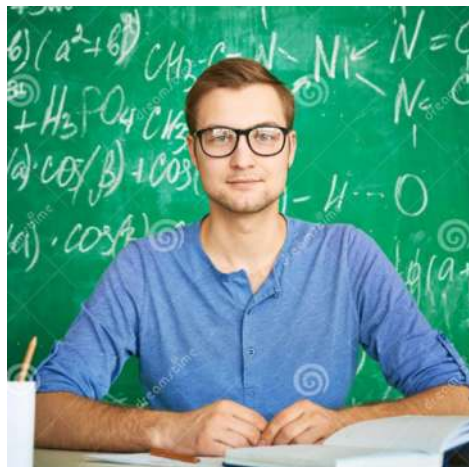
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Sales IQ



- Strengths & Weaknesses Re: Sales Knowledge
- ID's Training Needs
- Reduces Time Waste
- Improves Training ROI



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Technology & Sales



- Employee Engagement
- Marketing Automation
- CRM
- Web Site Health
- Visitor ID Tool
- Video
- Calendars



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Website Effectiveness



- Number of Searches
- Length of Cycle (New Business)
- Number of Names in CRM
- Number w/ Next Step
- Compare to Count
- First Meetings in Calendar
- Number of Quotes
- Ratios



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3x Factor in Place?



3X Company Annual Growth Goal



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How Was the Next Quarter?



- Run Rate to Year End
- Correlate Actions
- Cycle Progress
- Ratios
- Duration



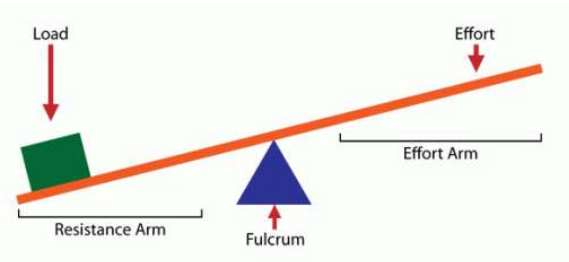
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Five and Only Five Levers...



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



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Where Is Your Playbook?



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KPIs – Leading Indicators



- **K**ey **P**redictive Indicators
- **S**pecific
- **M**easurable
- **A**chievable
- **R**esults Oriented
- **T**ime Gated



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Critical Activities



- Targets
- First Meetings
- Info Phase
- Decision Phase
- Closes
- Cycle Duration
- Meaning Conversations
- Networking Events



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Failing to Plan Is Planning to Fail



- Next Twelve Months?
- Next Three Years?
- W.I.I.F.M.
- Determine Metrics
- Assign Thresholds
 - Can Do?
 - Will Do?
- Written, Reviewed & Communicated



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Account Plans



- All Large Accounts
- 90-Day Review Cycle
- Timetables
- Assignments
- Accountability
- Broaden And Deepen
- Use CCG Guide



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Year End Shortfall



- Where Will You Be, Y/E?
- No Change?
- Which KPI To Change?
- How Much?
- Which Direction?
- Calculate Monthly
 - Minimum



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The #1 Sales Problem



The number one reason for sales failure is not being involved with prospects when they want to buy!



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Keep the Funnel Full



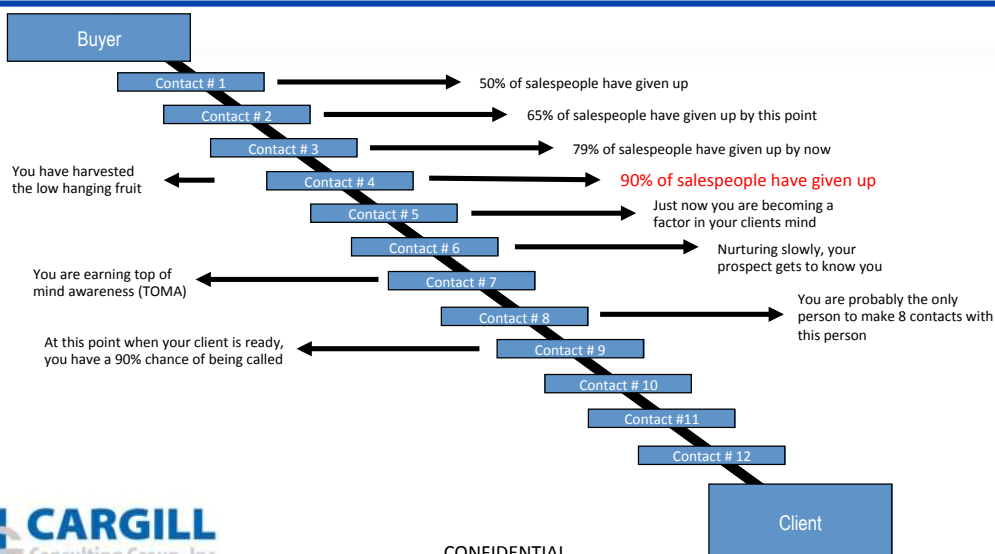
- Top Of Mind Awareness
- Automated
- No Sales Time
- Accountability
- We Do Work



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Why Closed-Loop Marketing Works



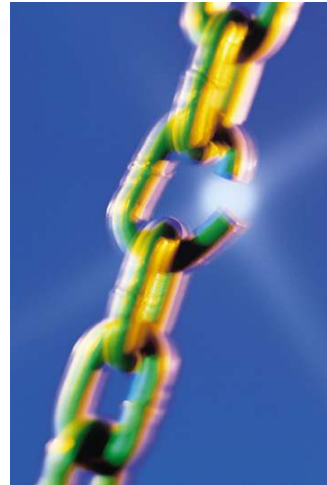
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Your List



- Stagnant Contacts
- Typos
- Accurate
- Growth Rate
- % of Universe
- Control
- Touches



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Employee Engagement Software



- 20/20 Visibility
- Completely Customizable
- Regular Updates
- Trends
- P.O.M. for Mgmt.
- Everybody Sells or...
- 66-84% Disengaged



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Hunters and Harvesters



- You Need All of the Above
 - Grow Top Line (Hunters)
 - Defend Current Accounts (Harvesters)
- Look Alike
- “DNA” = Difference



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Sales Simulation Interviews



- Offer Assistance
- Provide Time
- Ask Questions
- Attempt To Object
- Is This What You Want?



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Selling Styles Are Innate



- Stimulus Response
- Consultative
- Commodity
- Relationship
- Retail



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Transition Plan



- First 12-18 Weeks
- Weekly Activity Objectives
- No \$\$\$ Objectives
- Objectives Must Be Met
- Condition of Employment
- Present to Finalists



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100-Day Plan



- Have Applicant Write & Present
- Degree of Research
- Adds to Transition Plan
- Compare to Needs
- “Is It Real?”



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Large Account Management



- Written Plan
- Time Table
- Benchmarks
- 90-Day Review
- Accountabilities
- R.O.E.
- Stack Ranking



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Customer Retention



- What We've Done
- Planning Guide
- Written Plans
- 90-Day Review
- Top To Top
- Strategic



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Good Luck & Good Selling!!!



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