

Selling From the Inside Out

Capture the Magic

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Our Impact as Leaders

Your team's behavior is a direct reflection of your management skills, attitudes, and the work environment you provide.

Provide Direction

- P Plan...Be the visionary
- D Do...Launch your plan
- C Check... Inspect
- A Act... Adjust

OUTSIDE Sales Executive 3 Point Strategy

1. New Business- 500 targeted prospects identified
2. Current MIF to call on-100 devices
3. Big Hit List- 20 Opportunities \$50K and above

Why Have an Inside Business Development Team?

Industry Challenges-

- * Fierce competition
- * Declining clicks leading to lower revenues
- * OEM rising costs

Why Have an Inside Business Development Team?

- Attract **better** outside sales talent
- Hard to find experienced sales professionals in an undeveloped territory
- Increase **early** sales activity
- Get some **early** much needed WINS!
- Reward Best Reps and those with strong upside
- Secure valued **Referrals** always

More Challenges

Sales Rep Turnover- 34% minimum first year

#1 Reason- Lack of coaching / mentoring

#2 Reason- Not the latest sales tools

#3 Reason- Lack of data

#4 No Real Playbook- Lack of process, structure, training

Forbes Magazine

Internal Challenges

Your Sales Reps...

- * Low Net New Business
- * Selling time- face to face with Decision Maker/ Influencer
- * Slammed with admin work
- * “Do my own thing”

Opportunity Cost- Deselecting newer reps too early

In the Sales Bullpen- Can You Relate?

1. Lack of Prospecting Motivation- Don't dedicate enough energy to prospecting-66%
2. Poor Targeting – Don't get to the right level of authority- 41%
3. Insufficient Outreach - Giving up too early-51%
 - Don't use variety of media (email, LinkedIn) - 49%
 - Don't touch prospects often enough - 56%
4. Lack of Research - Don't research prospects sufficiently before approach- 42%

RAIN Group Survey, 2017

Goals and Expectations

GOAL- To develop face to face appointments for senior sales reps and targeted assignments.

OBJECTIVES- 20% productivity increase of senior sales reps

- Increase new business
 - To upgrade and cross sell (additional solutions services, applications) with current sales reps
 - Honoring a career path to an entry level outside sales position
- (PERHAPS)**

Business Development Representative

1. Pre-Strategy Meeting- Everyone on same page
2. Recruiting- Coco Recruiting Division
3. Onboarding- Company Culture, Products, CRM, **Interview Forum**
4. Training- Data Lists, Top Down Selling, Scripts, Handling Objections, Pain Points
5. Reinforcement Review- Create Milestones, “ **Rocks**”.
6. 30 Day Out Coaching ...Review status including assigned sales rep(s).

Sales Reps and BDR's Have Common Minimum Expectations

- 10**- quality appointments each week
- 3**- generating proposals each week
- 1**- secured order per week

BDR FOCUS

1. Net New Business- this is KEY!
2. Current Customer Upgrades
3. Current Client Add-Ons (+Services, Solutions , Applications)

BDR RECRUITING - What to Look For

5 Keys Values of Successful People

- * Willingness to follow direction
- * Highly self-disciplined – time management
- * Ability to multi-task
- * Strong emotional commitment to succeed- Self, Team, and Company
- * Strong comprehension abilities

Targeted Prospects

- Acquire Data Lists. Ex: Sales Genie, Reference USA, others.
 - * Note: There is an annual fee here
- Option – Have BDR acquire Library card and remotely access Business Services...choose fields and narrow down best opportunities.
- Internal CRM – Clean Up Data
- Sales Rep Lists- Chamber of Commerce Directories, EDA, other ...

Where to Find BDR's

1. Reach out to **proven** Recruiters
2. Screen Actors Guild
3. Local PTA
4. Referrals from your employees

* Look for high energy, driven professionals that speak well

Elements of Voice Quality

1. Inflection- voice drops
2. Articulation and Volume- speak clearly
3. Positive Energy- stand up...Headsets are great!
4. Pacing- ensure comprehension
5. Emphasis- important words

Metrics

1. # of Prospect called..... 65 per day
2. # of Emails 35 per day
3. # of Contacts..... 10 per day
4. # of Appointments..... 2 per day
5. # of Referrals Secured..... 1 per day

Supporting BDR's – Getting Out of the Blocks

- * Marketing Campaigns (hardware + solution)
- * Networking Events
- * Securing Referrals (teach how early)
- * Weekly Plan and Reviews with managers
- * Build relationship with outside sales...include in certain meetings, trainings

Compensation

Salary- \$15.00 per hour

Incentive- \$10.00 per qualified appointment (goal is 10 per week)

Sale- Split with sales rep (25% to BDR, 75% to sales rep)

- * Be creative with any other gates

A Must ...

LinkedIn Presence

OLD IS FOREVER NEW

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Thank You BTA West!

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