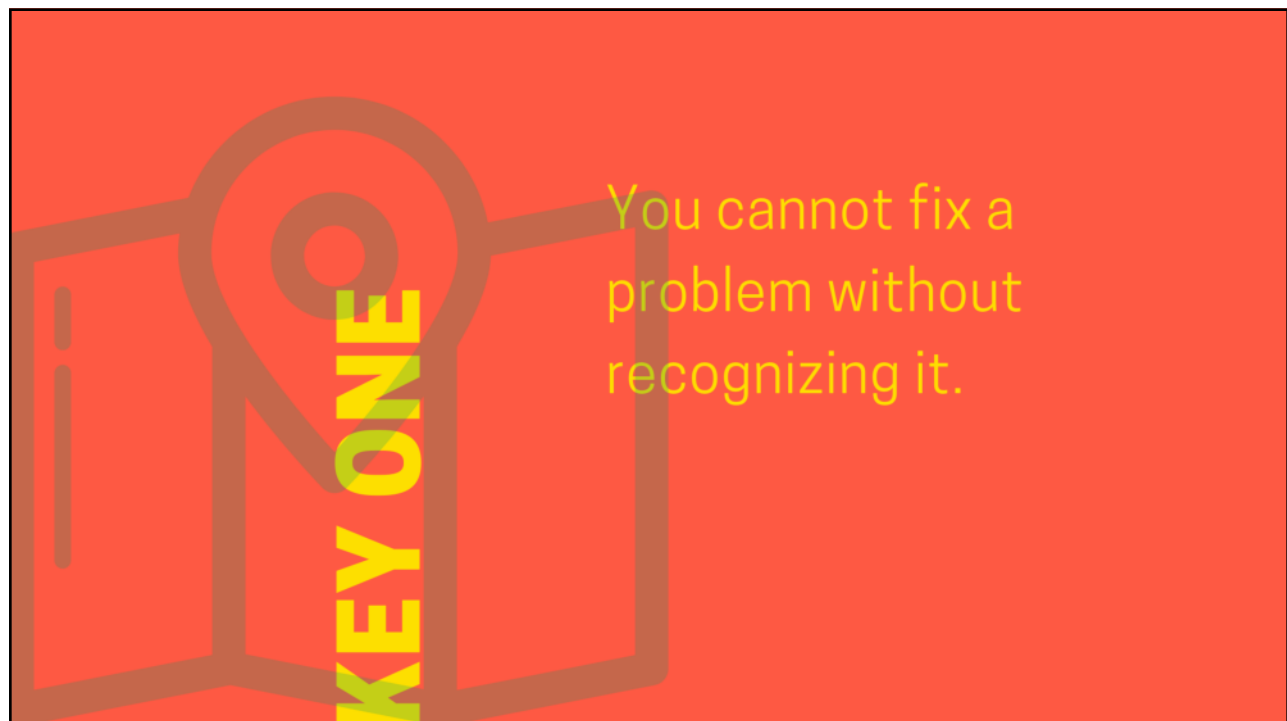



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**Culture of Engagement**

**TO HAVE A HIGH PERFORMANCE SALES FORCE, YOU MUST HAVE AN ENGAGED SALESPERSON.**

**KEY TWO**

3



**Culture of Engagement**

**TO HAVE A HIGH PERFORMANCE SALES FORCE, YOU MUST HAVE AN ENGAGED SALESPERSON.**

- Actively interested and motivated to help the company succeed.
- Loves the JOB
- Loves the PRODUCT
- Loves YOU

**KEY TWO**

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The Performance Process

**KEY  
THREE**

**GREAT SALES  
MANAGEMENT**



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**KEY  
THREE**

**GREAT SALES  
MANAGEMENT**

- COACHING ABILITY
- DESIRE TO SUCCEED THROUGH OTHERS
  - HELPING PEOPLE
- GOOD ADMIN AND DETAIL SKILLS
  - FORWARD LOOKING
- REALISTIC OPTIMISM
- CAN HOLD OTHERS ACCOUNTABLE
- “THINKING” SALESPERSON RATHER THAN  
“INSTINCTIVE” SALESPERSON

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# KEY FOUR

## THE RIGHT PROCESSES

- What do you REALLY need to know?
- Activity metrics – at key points in the process
- Pay for what you want, not what you think “everyone” does
- Reward appropriately



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# KEY FIVE

## FIVE KEYS TO TURNING AROUND YOUR SALES TEAM



## CONSTANT EVOLUTION

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**FIVE KEYS TO TURNING AROUND YOUR SALES TEAM**

**KEY FIVE**

**CONSTANT EVOLUTION**

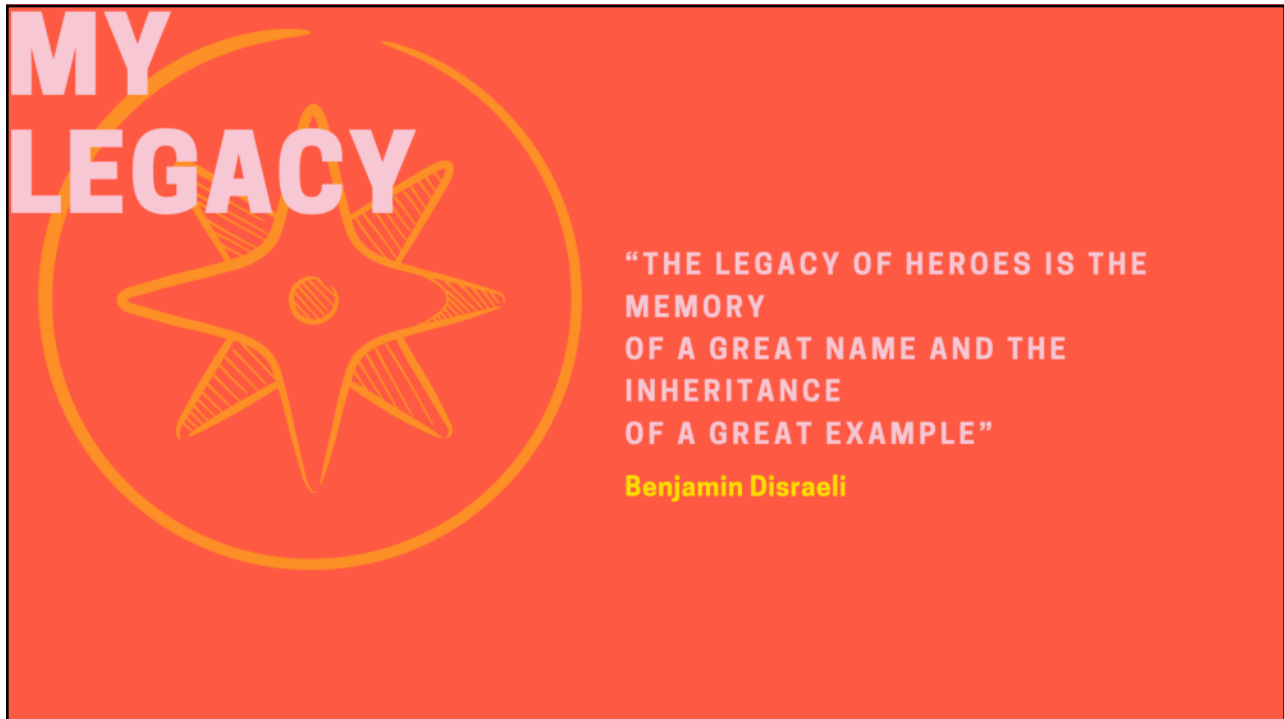
- YOU SHOULD ALWAYS BE LOOKING AHEAD
- IS THE "PAPER CHAIN" GROWING OR SHRINKING?
- FIND NEW PIES INSTEAD OF FIGHTING OVER A SMALLER PIE
- EVOLVE WITH TOOLS AND TECHNIQUES

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**ANY QUESTIONS?**

- RECOGNIZING THE PROBLEM
- CULTURE OF ENGAGEMENT
- GREAT SALES MANAGEMENT
- THE RIGHT PROCESSES
- CONSTANT EVOLUTION

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# MY LEGACY

“THE LEGACY OF HEROES IS THE MEMORY OF A GREAT NAME AND THE INHERITANCE OF A GREAT EXAMPLE”

**Benjamin Disraeli**

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## THE SALES STRATEGY REVIEW

One hour conversation. Two to three tangible take aways.

- Goals
- Compensation strategy
- Staffing
- Management plan
- Targeted customers
- And more!

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**My Free Offer**

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