

Add Millions to Your Top Line



Sales Acceleration Coach

- Gil Cargill
 - Four decades
 - 7,000 companies
 - Trained thousands
 - Keynote speaker
 - Sales acceleration expert



Your Profit Is in the Process



- Great training sessions
- Temporary results
- Inability to inspect
- “Rubber band” effect
- Management reinforcement
 - 36%+ top-line improvement
 - Compliance
 - Improve morale



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Buying Process Has Changed



- 84% of decision premade
- Buyers are risk averse
- “Day late and a dollar short”
- First salesperson gets the order



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Two Keys



- **Volume**
- **Velocity**



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Volume Answers



- # of qualified marketing leads needed
- # of qualified sales leads needed
- # of demographically desirable
- # of quotes and proposals needed



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Overcome the Number One Problem



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

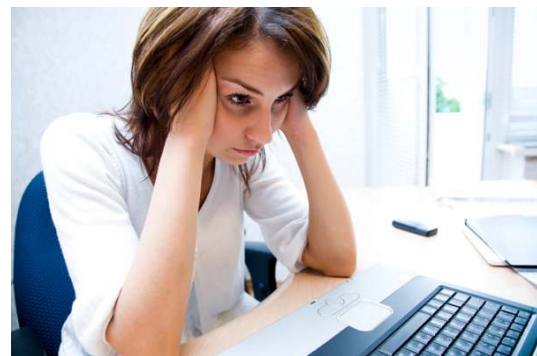


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Number Two Problem



- Follow-up
- Non-sales tasks
- Random inputs
- Customer requests
- Time clashes
- Creates “gap of good intentions”



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Each Year You Lose 14% Customers



- Always be prospecting
- Weekly
- Track responses
- MQL's
- SQL's
- **3x** annual goal



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Sales Is Like Manufacturing



- We manufacture transactions
- We manufacture customers
- We manufacture profits
- Why piecework?



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Create a Customer Manufacturing Line



- Prospect
- Create proposals
- Create presentations
- **Conduct presentations**
 - Phone and face-to-face
- Follow-up
- Install
- Service
- Train



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Today's Sales Professional



- Paperwork
- Planning
- Logistics
- **Negotiating**
- **Presenting**
- **Selling**
- Traveling
- Etc., etc., etc.



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Six Billion Spent – No Improvement!!!



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Methodology Training Doesn't Work



- Unless training rookies
- “Been there, done that”
- Proficiency plateau
- 5.3 week lifespan
- Assume people are problem
- Doesn't address process problem(s)
- Not reinforced/accountable
- Not predictable



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Three Legs of Sales Excellence



- Sales methodology
- Product knowledge
- **Process management**



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Every Company Has Processes



- Correlates to future results
- Consistently applied?
 - One per rep
- Is it written?
- Measurable?
- Repeatable?
- Inspected?
- Predictable?

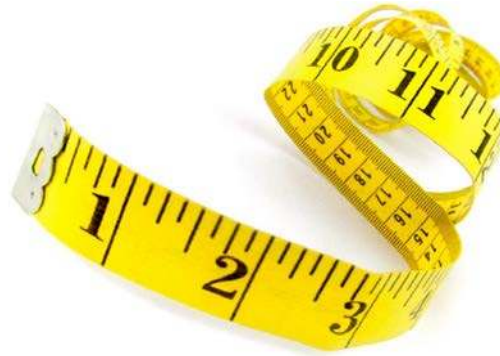


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Benchmark Your Current Process

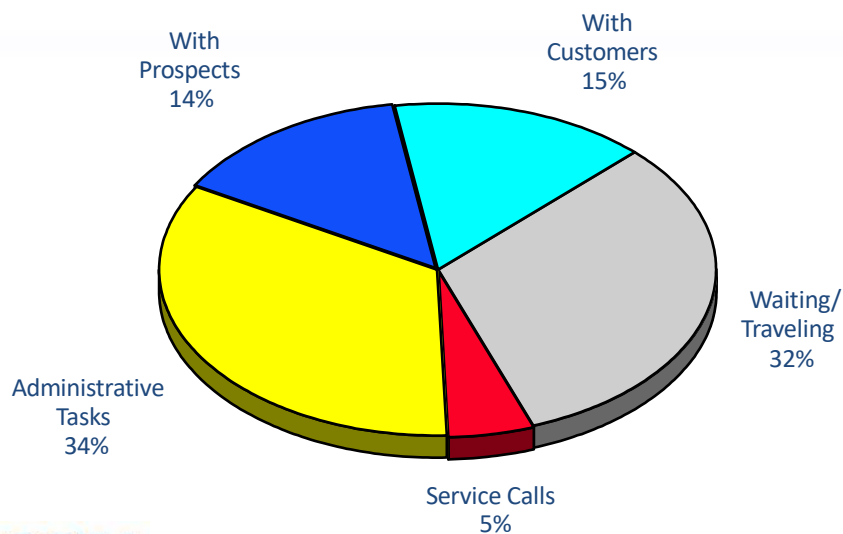


- Sales process bottlenecks
 - a.k.a. Sales “Prevention” Dept.
- Consideration rate
- Marketing footprint
- Scripting/messaging
- Available selling time
- Upselling/cross-selling
- Revenue per transaction



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When Can They Sell?



*Typical Sales Representative



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Identify and Remove Bottlenecks



- Revenue per sales hour
- Salespeople should sell
- Opportunity dollars
- Consider admin staff
- Consider SDR position



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The Magic of Metrics



- Qualified marketing leads
- Qualified sales leads
- Names added to database
- LinkedIn connections
 - Corporate
 - SDR
- Meaningful conversations
- First Meetings
- Touches



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KPIs



- First meetings
- Dollars added to funnel
- Win/lose/postpone
- Demonstrations
- Presentations
- Funnel trends
- Website visitors



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Coaching Plan



- Management's number one job
- Perpetual improvement
- Identify the worst
- Use template
- Praise improvement



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Large/Strategic Accounts



- Written plans?
- Names added to database?
- LinkedIn follows?
- Industry expertise?
- # of relationships?



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Sales Practice



- Team “mastermind”
- What’s working?
- Not working?
- Role-play
- Brainstorm
- Model success



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Looking for Sales Improvements?



- Look no further than your process
- Outdated
- **Lagging indicators**
- Undocumented
- Misaligned
- Multi-tasking
- Increases attrition



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This Is for Companies...



- That close well, after meeting prospects
- Have little or no time for prospecting
- Low reach and/or frequency
- Small active database
- Strong competition
- Inconsistent prospecting



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Why They Buy

- 70% to solve problems
- 30% to gain something
- Review your proposals
 - Selling? or
 - Telling?



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91% Will Give Referrals – 11% Ask



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Follow-up Inspected?



- 80% of sales occur after the fifth contact
- 44% of salespeople quit after one



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Current vs. Future Buyers



- 3% Current
- 97% Future
- 6-8 Passes
- 10 Days
- Alerts = 3%
- Nurture 97%
- Repeat Monthly



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Nurtured Leads Buy 47% More



- Top-of-mind awareness
- Automated
- No sales time
- Accountability
- We do work



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Large Accounts



- > 100 employees
- Seven decision-influencers
- Written growth plans?
- Retention plans?
- Best accounts
- Best prospects



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Marketing Footprint

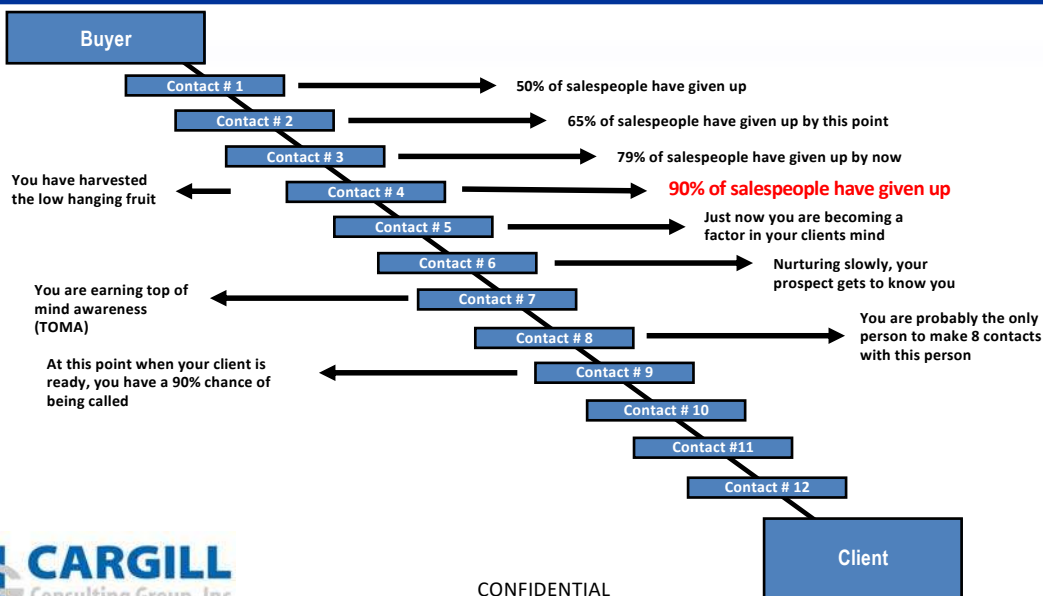


- Reach x Frequency = Footprint
- Big Footprint = Big Volume of Leads



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The New Relationship Process



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The Secret “Sauce”



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Good Luck & Good Selling!!!



Call to get your free Sales Potential Study
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