

Jump Start Your Sales Performance After COVID-19

Building My Business Webinar
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Top Employees To Grow Your Company*

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Wayne Outlaw, CSP,CMC



Background

Wayne has over 4 decades of experience beginning with Xerox in sales and management and then in his own firm as a Certified Speaking Professional , Certified Management Consultant working with associations and companies.

Approach

Conducted interviews and Flash Poll to define the most pressing issues sales and management are facing to improve sales productive as soon as possible.. Today's webinar will provide a candid look at the challenges, identify innovative ways to apply past best practices and new strategies to excel in today's challenging and uncertain times.

Objective- Provide as much information and assistance as possible to assist you and your organization to increase success.

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COVID Challenge



**We are
Accustomed to
Online Meeting
and Workshops**



**We Have Had To
Adapt in Other
Areas...
ALL RISE
CBS TV Show
Based On
Doing Job While
Social Distancing**

We Are Living In Unprecedented Times!

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VUCA



Term first used in 1987, based on the leadership theories of Warren Bennis and Burt Nanus .

Volatile, Uncertain, Complex, Ambiguous

Yesterday's way of doing business is not enough.


Must Respond with...

Vision, Understanding, Clarity, Agility

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1. ADAPT TO THE SITUATION



RECOVERY

Expected in Phases

Phase 3

Close to normal activities but still using what worked during lockdown.

Phase 1

People going back to work. Reestablishing Activities.

Phase 2

Processes become refined and business accelerates.

Depends on Location, Customer Base, Business Focus, Quality of Sales and Management!


Phases Change so Plan For Each Phase

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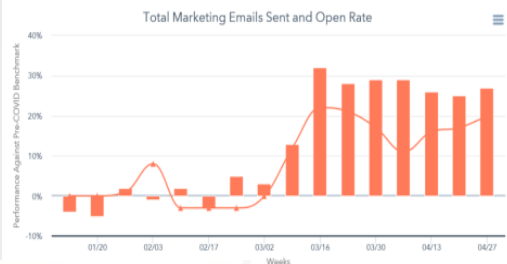
BUSINESS ENVIRONMENT

Based on 70,000 HubSpot Customers Internationally




CHALLENGE TO GET PROSPECT'S ATTENTION

Total Marketing Emails Sent and Open Rate



Total Sales Emails Sent and Response Rate



57 % more Emails
29% Less Open Rate
Need 86% more for same result.

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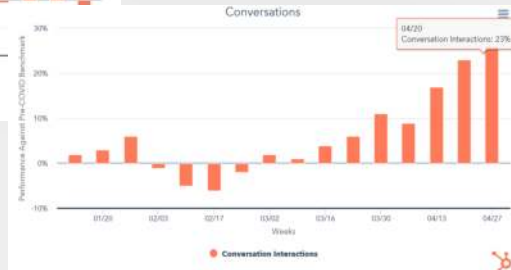
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BUSINESS ENVIRONMENT

Added Contacts



Live Conversations



- Last 2 weeks of March - high contacts added
- Conversations increased in April

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BUSINESS ENVIRONMENT

Deals Created and Closed



**Trends are up,
Capitalize and Jump Start Salesforce**

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2. CAPITALIZE ON TECHNOLOGY



- **Your Response Will Determine Future Results**
- **Tools We Used Before Will Not Be Sufficient**
- **Must Innovate And Take Action**
- **Embrace New Productivity Tools**
 - **Video Tools –Zoom, Prez1**
 - **Collaboration Tools- Teams, Google etc**
 - **Document Tools**

Use The Tools you sell to the Maximum!

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3. ENGAGE STAFF, CUSTOMERS & MANUFACTURERS

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ENGAGEMENT



Employees Are Stressed And Having To Change

- Let People Know You Want To Help / See Their Success
- Focus On Supporting Person Reach Their Goals / Income Needs
- Find Ways To Reward Success – Even Positive Effort
- Set Achievable Short-term Goals To Enable The Feeling Of Success
- Consistently Increase The Goals – Raise The Bar

LEAD POSITIVELY ... FOR POSITIVE RESULTS

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MISSION THAT MOTIVATES



Important To Clearly Know The Reasons Or Motives For Action.

What Is The Prime Motivation Of Each Person?

- Not Money – What Money Will Provide
 - Security Today / Tomorrow
 - Source Of Self-worth
 - Recreation / Enjoyment
 - ???

Define Motive action = Motivation

*Develop Clear Mission That Motivates For
Company, Salesforce, Sales Team And Individual!*

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3. ENSURE BEST SALES TALENT

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SALES TALENT

HEADCOUNT

Terminations

None Terminated	75.76%
Terminated up to 10 %	6.06%
Terminated up to 11-20%	6.06%
Terminated up to 20-30%	3.03%
Terminated more than 30%	9.09%

Furloughs

None Furloughed	72.73%
Furloughed up to 10 %	12.12%
Furloughed up to 11-20%	0.00%
Furloughed up to 20-30%	6.06%
Furloughed more than 30%	9.09%

Rehired

Up to 25% Rehired	15.38%
26-50% Rehired	3.85%
51-76% Rehired	3.85%
All Rehired	76.92%

OBSERVATIONS

People Let People Go -
Lack Of Ability To Perform

New Wave After PPP?

Innovative Dealers Using
This Time To Selective
Upgrade Sales Talent

Don't Reduce Now And
Fail To Produce Later

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SALES TALENT

Ensure The Best Sales Talent



- Examine Current Staff And Furloughed to Ensure All Can Be Top Performers
- Retain Top And Potential Top Performers
- Look For Available Top Sales Talent
- Refill With Who Can Propel Company To New Heights Now And In The Future

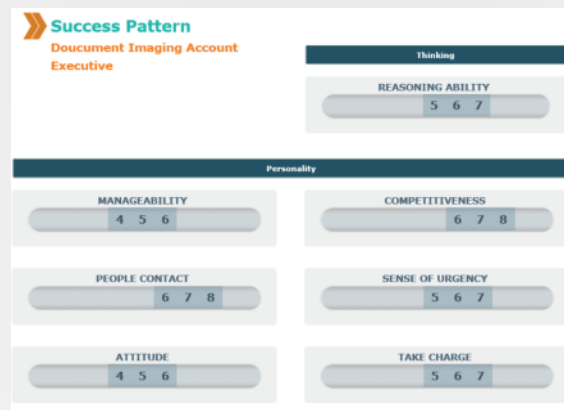
Do You Have The Sales Talent Needed For Successful Going Forward ?

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SALES TALENT

MEASURE CAPABILITY FOR FUTURE



Job Fit
0-99%

For Top Performance
85-99%

Measure Job Fit To Predict Capability For Performance

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TALENT ANALYTICS

Dealer Case Study



- Analyzed Overall Job Fit % To Annual Revenue Performance % Of 41 Sales Professionals
- Individuals, New Business And Accounts, Had Minimum Of 18 Months In The Assignment
- For Every 1% Increase In Overall Job Fit , The Annual Revenue Increase Was 4.27%.
- A 5% Increase In Overall Job Fit Of New Hires Would Result In Approximately 21.4% Increase In Revenue

Analysis By Kunze Analytics, Inc.

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DATA FOR BETTER DECISIONS

USING ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING



POST COVID-19 PANDEMIC - PHASE ONE REHIRING — ACCOUNT EXECUTIVES												
Salary Budget		\$203,343										
Rehire in Phase One?		YES	YES	No	No	No	YES	No	YES	No	YES	Sum
Created by Kunze Analytics		Smith	Jones	Taylor	Gonzalez	Thompson	Forrest	Williams	Matthews	Boque	Chelev	Needed
9	BUSINESS TECHNOLOGY EXECUTIVE SALES ANALYSIS: 6 CRITICAL SKILL SETS											
10	Time Optimization: Sets goals to support personal and business objectives.	1	0	1	1	0	0	0	0	0	0	0
11	Time Optimization: Maximizes prime hours for selling.	1	1	1	1	0	0	0	1	0	0	3
12	Time Optimization: Has a plan for each day that ensures weekly objectives.	0	1	0	0	0	0	1	0	1	1	0
13	Time Optimization: Leverages technology to manage time appropriately.	0	0	1	0	1	0	1	1	1	1	0
14	Time Optimization: Prioritizes time and activities to focus on producing results.	1	1	0	0	1	0	0	0	1	1	3
15	Level of Prospecting: Ensures enough prospecting activity weekly to keep pipeline full.	1	0	1	1	1	1	1	0	1	1	11
16	Level of Prospecting: Researches prospects to discover potential needs.	0	0	0	0	1	1	0	0	0	1	0
17	Level of Prospecting: Identifies influencers and real decision maker in organization.	1	0	1	0	1	1	1	1	1	0	0
18	Closing Effectively: Guides prospect to the selection of a solution.	0	0	0	0	1	1	1	1	0	0	0
19	Closing Effectively: Identifies "real" reason behind an objection.	1	1	1	0	0	1	1	1	0	0	0
20	Closing Effectively: Ensures the concerns of the prospect are satisfied.	1	0	0	0	1	1	0	0	1	1	0
21	Closing Effectively: Asks closing questions at appropriate points.	1	1	0	0	0	1	0	0	0	1	3
22	Closing Effectively: Effectively uses a variety of closing techniques.	1	0	0	0	0	1	0	0	1	0	0
23	Communications: Listens attentively and asks probing questions.	0	0	0	0	1	0	0	1	1	0	0
24	Communications: Adapts approach for different people and situations.	0	0	1	1	1	1	1	1	1	1	3
	Optimization Scenario											

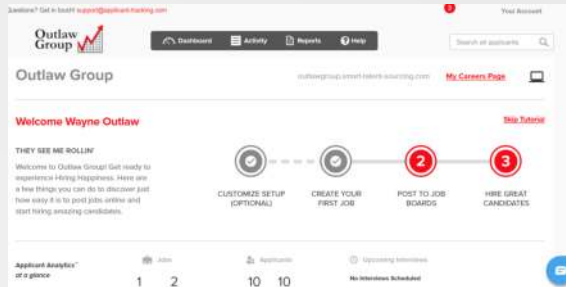
*Email Me If You Would Like
This Optimization Tool*

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SMART TALENT SOURCING

Especially Helpful For Dealers Without Recruiters



**Maximizes Sourcing
And Reduces Effort
Pre-Loaded for Dealer
Automated Texting
OnDemand Interviews
Integrate Assessments
Reference Checks
Activity Auto Scheduler**

**System is
Adaptable
Customizable
Cost Effective
Pre-loaded Info
Support Available**

**More Information on Hiring Top Performers
Filling Your Organization With Top Talent
Building Your Business Webinar March 29,2020**

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5. COACHING FOR PERFORMANCE



**According To A Survey By TAS Group 73% Sales
Managers Spend Less Than 5% Of Their Time
Coaching Salespeople.**

**What Percent Of Time Does Your Sales Manager
Spend Coaching- Not Selling?**

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KEY CONCEPT

*SALES MANAGER CAN NO LONGER BE
BEHIND DESK WORKING REPORTS*



Sales Management's Roles

Cheerleader

Coach

Conscience

Role Depends On Situation And Individual!

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Increase Post Hire Performance

Use the Assessment Information



- Review Job Fit
- Identify disparities?
- Coaching Report
- Coach Disparities
- Manager / Sales Rep compatibility

Competitiveness

Tendency to work toward goals and to try to exceed others' performance.

You scored below the Pattern for this position. This indicates you don't display enough of this behavior on the job. With an understanding of the information below, you can begin the next step in your development process.

Development Suggestions

* Because you are more naturally accommodating, your aspirations to help others may delay your personal progress. Remember to nurture your own goals just as much, if not more than, the goals of those around you.

* Understand it is not disrespectful or uncourteous to ask probing questions of prospects and clients to uncover the real reason behind delays or obstacles in the sales cycle. Any natural reluctance to dig deeper or fear of being pushy can be overcome by the realization that justice in the business world occurs when expectations between seller and buyer are well aligned.

Insights

* You prefer to avoid conflict and maintain a cooperative environment.

* You prefer to avoid competitive settings and usually will not voice dissenting opinions when the group sees things differently.

* In the interest of preserving a harmonious atmosphere, you are willing to go along with the opinions of others.

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DEVELOP COMPETENCE



- Know What Needs Improvement – Field Observation
- Identify – Improve Leverage Competencies That Will – Pay Immediate Dividends
- Provide Training And Coaching To Develop Skill
- Measure Improvement And Direct Future Coaching

Training Is Not The Same As Coaching!

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FIELD COACHING

Process Includes

- Team Calls
- Model Calls
- Coaching Calls



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COACHING CALL

To get the most benefit

- Establish ground rules
- Let Rep conduct call
- Manager observes Rep's skill
- Manager does not enter call
- To salvage or keep on track
 - Speak to Rep, not customer
 - Suggest Rep tell ...
 - Withdraw from conversation
- Must let Rep make mistakes



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POST-CALL CRITIQUE

Greatest Value in Coaching Feedback after the Call
Salesperson

How did you do?

- Did well
- Did not so well
- Improve on



Manager

- Evaluate call
- Did well
- Needs improvement
- Points for concentration
- Schedule next coaching session



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WAYS TO COACH

Because of COVID-10



- 3-way Zoom Calls, Manager, Salesperson And Prospect
- Include Manager On Zoom Invite - Join If Available
- Log On 15 Minutes Before And for Pre-Call Preparation
- Stay On Zoom Meeting To Debrief
- Get End Of Day Email -Results / Plans / Assistance
- Virtual Meeting On Deal Coaching
- Virtual Pipeline Review And Performance Planning
- Don't Forget To Praise

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SALES COMPETENCY

Measure and Compare Perception



- Sales Approach**
- Accountability
- Time Optimization
- Sales Knowledge**
- Product Knowledge
- Business Knowledge
- Identifying Prospects**
- Initiating Contact
- Level of Prospecting
- Developing Prospects**
- Uncovering Need
- Developing Solutions
- Securing the Sale**
- Presenting solutions
- Closing Effectively
- Professionalism**
- Communications
- Builds Relationships
- Sales Effectiveness**
- Sales Focus
- Activity Management
- Manages Pipeline

Skill and Development Overview

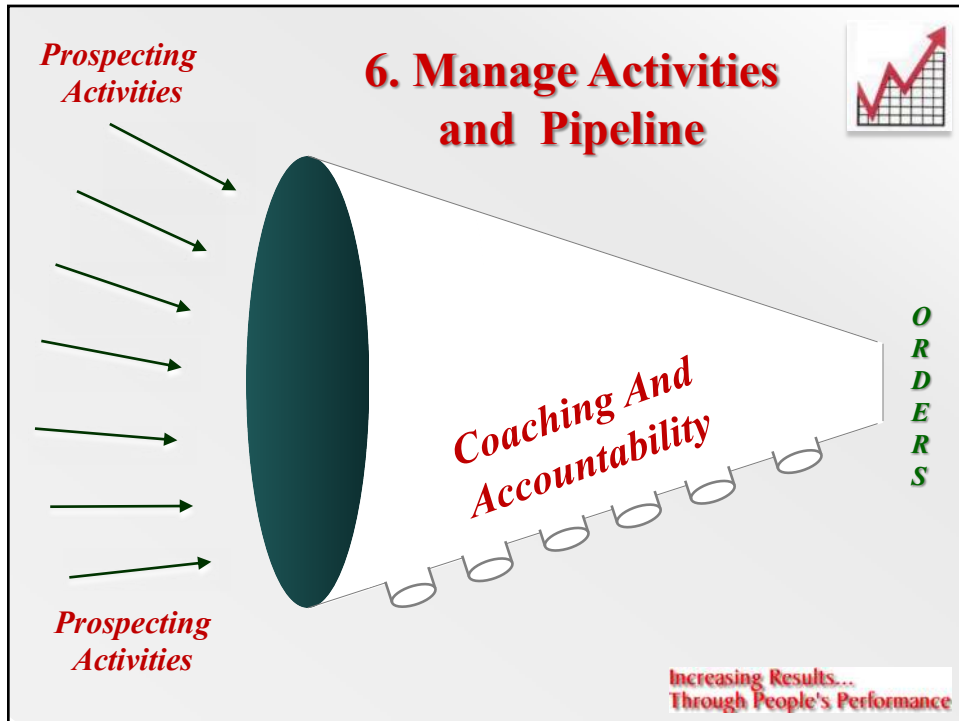
This page lists all 15 Skill Sets from highest to lowest as rated by the Sales. Above each Skill Set is the rating by Self (for informational purposes). The highest rated items may be potential strengths. Often, having your strengths is an excellent way to begin improving your skills. Skills with a rating of 4.0 or higher will be identified as a Strength. Lower scores should be a focus for development. Also note the Skills identified as critical to success. Skills with low scores contained with those selected as critical may be identified as skills needing improvement, and could have the largest impact on performance development.



**System Forces Awareness
And Improvement!**

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SALES PIPELINE MANAGEMENT

- Know next step / date
- What could delay / derail
- Define 4 key questions
 - Decision Maker
 - Validated Need
 - Financial Ability
 - Timing
- Identify what can derail
- Projection for 30,60,90,90+
- Identify additional opportunities
- Review thoroughly every week

*Based on Interview With Expert In Using
Pipeline Management to Increase Sales.*

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SUCCESS RATIO



1. *Determine Sales Cycle Before COVID*
2. *Determine the Average Number of Activities for Order*
3. *Define How sales cycle changed and define Success Ration*

BEFORE COVID TO GET 1 CLOSE		POST COVID TO GET 1 CLOSE	
Initial Contacts	100	Initial Contacts	?
Face to Face Meeting	30	Face to Face Meeting	?
Needs Assessment	10	Needs Assessment	?
Solution Development	5	Solution Development	?
Presentation of Solution	3	Presentation of Solution	?
Proposal	2	Proposal	?
Closed Order	1	Closed Order	1

***Use Success Ratio To Track, Activities,
Coach for Improvement And Hold
Salesperson Accountable!***

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7. Accountability AND Rewards



PERFORMANCE PLANNER

Name: _____ Period: _____

PREVIOUS: (Goals, Objectives, and Targets)

Previous Performance

Trends

Positive Areas

Areas Needing Improvement

PipeLine Quantity/Quality

Evaluation of Performance Level

1	2	3	4	5
Does Not Meet Standards	Meets Standards in Some Areas	Meets Standards in All Essential Areas	Exceeds Standards in Some Areas	Exceeds Standards in all Areas

Goals / Objectives /Targets for Upcoming Period:

Actions to Achieve:

Coaching Support

***IMPORTANT
Reward Not Just Success
But Also Improvement!***

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7. Look For Innovation

Plan to do Differently to Jump Start Sales Performance



Reset activity targets higher level	21.43%
Create sales promotions and contest to motivate	42.86%
Increase sales managers time in the field to coach and improve effectiveness	35.71%
Improve one-on-one meetings and performance discussions between manager and salesperson	53.57%
Increase examination of sales manager's forecast	35.71%
Have upper management assist in sales calls (Executive to Executive) create	35.71%
Create customer promotion and incentives	46.43%
Find ways to show increased Value and validate ROI	67.86%

Innovations Dealers Said They Would Employ...what Will You Do?

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JUMP START PLAN

Structure



1. Understand And Adapt To Changing Conditions
2. Validate All Capable Of Top Performance
3. Capitalize On Technology
4. Engage Staff, Customers And Manufacturers
5. Evaluate And Develop Sales Competencies
6. Manage Activities And Pipeline
7. Hold Accountable - Performance Planning With Manager - Weekly / Monthly

Once Created- Implement And Keep Up To Date!

Wayne
OUTLAW

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**JUMP START
ACTION PLAN**

Reengage, Recover,
And
Boost Your Sales

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To Further Assist You

- **Will Email 13-page Detailed Jump Start Action Planning Guide.**
- **Provide 10 Pro Bono Video Consulting Sessions Over Next 2 Weeks.**
- **Email topic and contact information**

Thank You Attending Today

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