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Mark your calendar for BTA's educational workshops, webinars & events!



BTA Virtual Delivery Sales Management Workshop

In association with Learning Outsource Group

Virtual Comprehensive Career Development Training for Driving Optimal Performance & Results

Upcoming Workshop Date:
Dec. 2-4, 2020

www.bta.org/SalesMgt



Learn the Playbook: Diversify Through Collaboration Solutions

4 p.m. Eastern, Thursday, Dec. 3

Moderated by Bob Madaio,
Sharp Imaging and Information Company of America

LinkedIn to Win

4 p.m. Eastern, Thursday, Dec. 10

Rick Lambert, Selltown

www.bta.org/BMB



BTA Service Troubleshooting Training

A subscription-based video course for service troubleshooting

Sign up for this course by veteran service manager Ken Edmonds any time!

www.bta.org/STT

Visit www.bta.org/Calendar for all workshops, webinars & events!

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Help Your Fellow Dealers:

Submit Job Descriptions, Comp Plans & Other Documents

Received September 2020

SCOPE OF MANAGED IT SERVICES (MITS)

ATTACHMENT A

ASST MANAGEMENT

Licensee Billing

Licensee No Op Ty

Licensee Specify

Licensee Specify

Licensee Specify

Licensee Specify

Other Specify

BACKUP DATA

On Site Frequency

Off Site Size

CONNECTIVITY

MPLS Monitor Network Connectivity

Other Specify

DATA/EMAIL/PHONE COMMUNICATIONS

E-Mail Monitor Communications to the Immediate Office for Print or Generation

E-Mail Exchange Specify

Exchange LAN Specify

WIFI/LAN Specify

Print Specify

Phone Specify

Network Fax Specify

VOIP Specify

Video Conference Specify

HOSTED SOLUTIONS

Exchange Server Specify

Other Specify

HELP DESK

SECTOR System Administrator telephone support M-F 8-5

Other Account System Monitoring (AMT) M-F 8-5

Updates Specify

Backup Systems Specify

Virtual Log Specify

Event Log Specify

Firewall Specify

Resources: Man/Ungr Specify

Resources: HD Usage Specify

File: (Procedural) Specify

PERIODIC MAINTENANCE

SECURITY Established Periodic Maintenance Based on Best Practices - Quarterly

Access Rights/Network Specify

Anti-Virus & Scanners Implement, Monitor & Update Anti-Virus & Anti-Malware

Router - Gateway Specify

Content Filtering Specify

Internet Access Specify

SNA & TIV Specify

Backup Specify

Implementation Specify

Manual Specify

QUALITY SERVICE

Response Time M-F 8-5

Extended Hours Only for Open Systems: M-F 8-5pm, Saturday 9-5pm & Sunday 9-5pm

Received September 2020

STRICTLY PRIVATE AND CONFIDENTIAL

COMPENSATION STATEMENT FOR PERIOD

PREPARED ON

The source of your data is general practice sales for the company. This summary of compensation reflects general practice sales and the company where specified performance track and shall take precedence over all agreements and arrangements whether written or oral. This document shall be kept confidential with the company's compensation policy.

PERFORMANCE MEASURES:

	Rate	Quota	Av.	Value
Office Equipment				
GM (Direct materials) (Budgeted)	1%	\$		\$
GM (Current customer)	10%	\$		\$
GM (Stock Out/Over Business/Growth)	20%	\$		\$
Document Income				
Residual target	10%		\$	
Software/Professional Services				
GM profits target	20%			\$
Equipment Service Contracts				
Monthly residual target - Split Residual on 1 st year of the contract	30%			\$
Total commission opportunity at 100% of plan				\$
Base Salary				\$
This earnings amount assumes fulfillment of job responsibilities.				\$
Total Earnings Opportunity at 100% of Plan				180
Quarterly Bonus at 100% of Equipment Plan				Equipment \$
Quarterly Bonus at 100% of Software Plan				Software \$

Notes: Use the maximum and minimum values and enter the average.

Employee signature _____ Date _____

GM signature _____ Title _____

- Parties agree to review performance in this territory at the end of each Quarter.
- All contracts and commissions are subject to review by the business.
- Global contracts and residual sales paid at 1% of profit. To be reviewed case by case with manager.
- Software Support Provision - Sales rep. is paid on the initial sale in year one, 50% in year two for renewal.
- Special Print Sales - Paid 20% of GM

Received September 2020

Sales Rep Job Description

- Responsibilities:** This person who fills this position will be responsible for executing those of the sales process including finding new business, uncovering the needs of the customer, closing the sale and maintaining the client relationship.

QUALIFICATIONS:

- Previous retail calling experience helpful
- College degree preferred but not required
- Develop new business and maintain current relationships
- Strong written and verbal communication skills
- Previous successful outside sales experience is a plus
- Technological Savvy
- A great attitude and adaptability to learn
- Knowledge of Microsoft Office Products (Outlook, Word, Excel) and web products
- Ability with a general aptitude to sales and customer service
- The ability to multitask, strong work ethic and business acumen
- Ability to maintain knowledge of the market and current technology
- Collaboration with the sales team and other departments to achieve and exceed business goals
- Committed owner's license and clean driving record

Email your documents to Brent Hoskins at brent@bta.org. All identifying information will be removed.

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Reports

Thu, May 18, 2017 | Thu, Jun 22, 2017 | Dates v

PROSPECT OVERVIEW

432 Created	560 Mailed	67% Opened	33% Clicked	33% Replies
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DELIVERY OVERVIEW All One-offs Bulk Sequences

376 Deliveries	91% One-offs	8.7% Sequences	83% Opens	22% Clicked
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CALL OVERVIEW All Outbound Inbound

124 Calls	50% Outbound	50% Inbound	4.5% Answered	95% Not Logged
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LEADERBOARDS Deliveries Opens Clicks Replies Positive


TEAMS

team daniel






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5



OUR FOCUS TODAY


- EYES ON THE PRIZE 
- EMBRACE THE ROLE 
- THE GREAT UNSEEN 
- SELLING THE FUTURE 
- COUNTER-INTUITIVE 

 @TiborShanto

Execution – Everything Else is Just Talk

6

TS



Year	Opponent	Games	Record	Conference	Finals	Record	Result
1991	LA Lakers	4-1	.756	1st, East Conference	15-6	.714	NBA Champions
1992	Portland Trail Blazers	4-2	.841	1st, East Conference	15-4	.789	NBA Champions
1993	Phoenix Suns	4-2	.878	1st, East Conference	15-3	.833	NBA Champions
1994-95	-	47-35	.573	5th, East Conference	5-5	.500	Lost East Conf Semis
1993-94	-	55-27	.671	3rd, East Conference	6-4	.600	Lost East Conf Semis
1992-93	-	57-25	.695	2nd, East Conference	15-4	.789	NBA Champions
1991-92	-	67-15	.817	1st, East Conference	15-7	.682	NBA Champions
1990-91	-	61-21	.744	1st, East Conference	15-2	.882	NBA Champions

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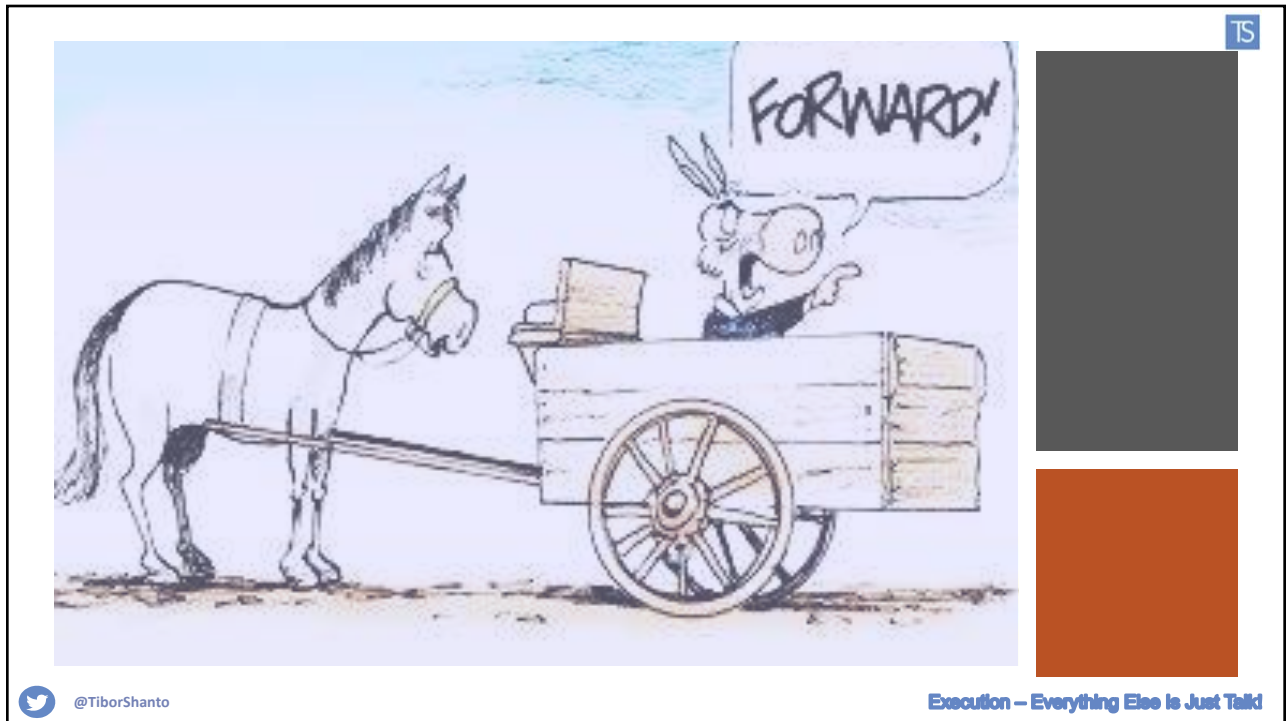
10



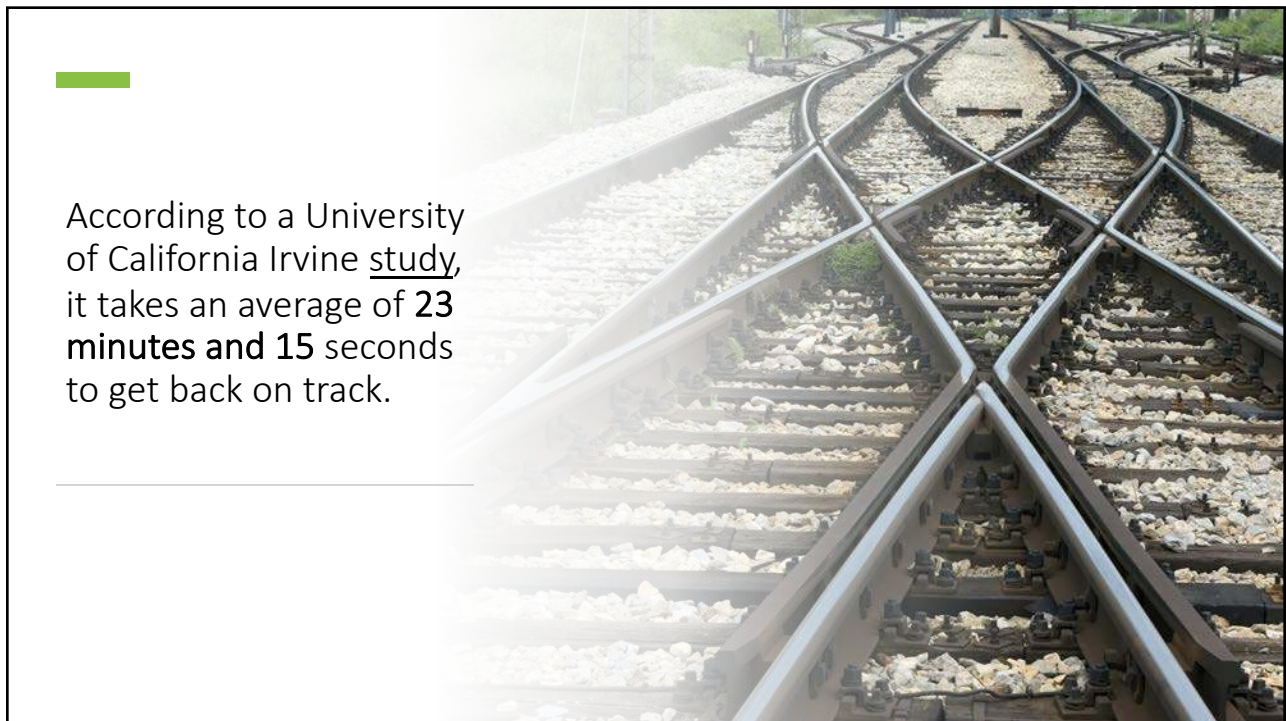
11



12



13



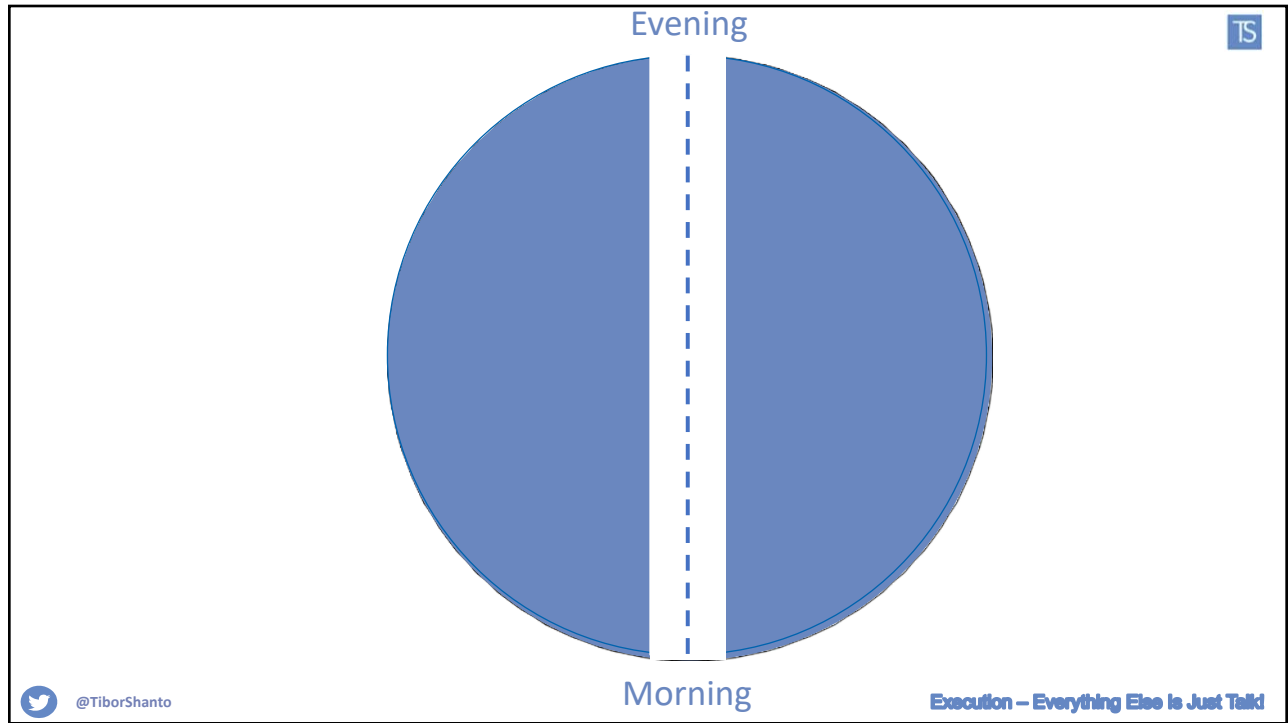
14



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16



17



18



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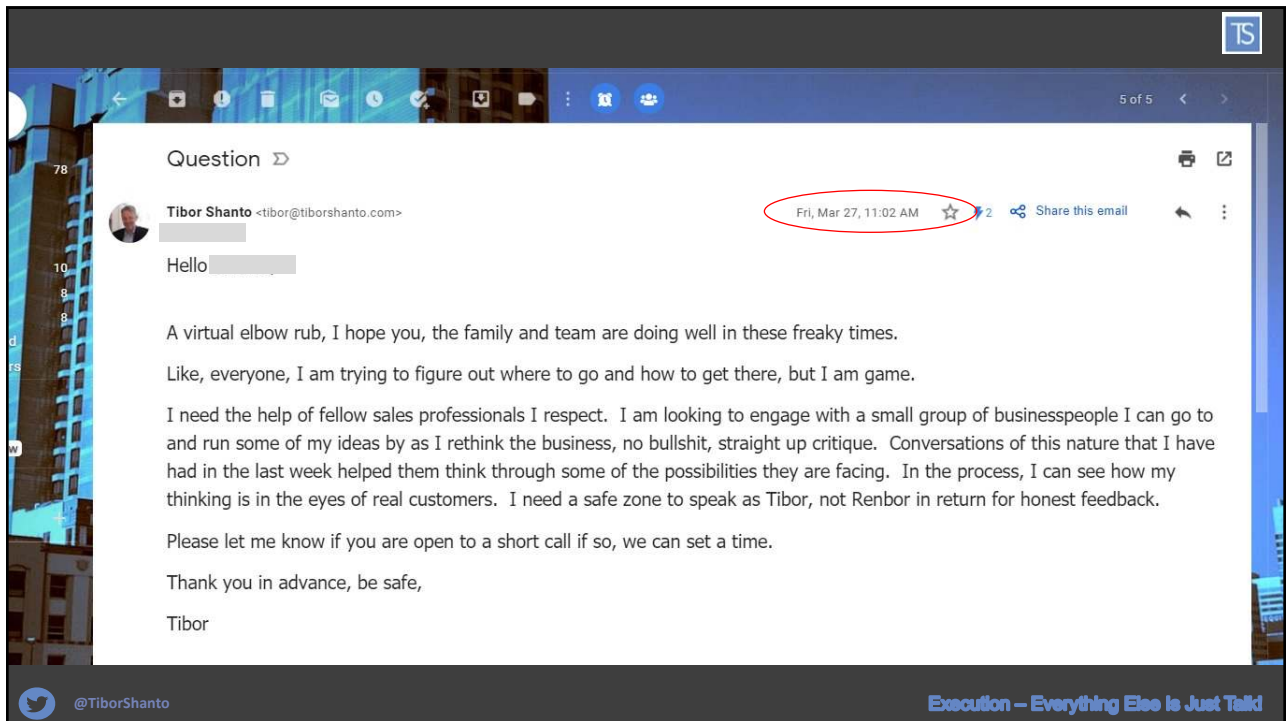
21



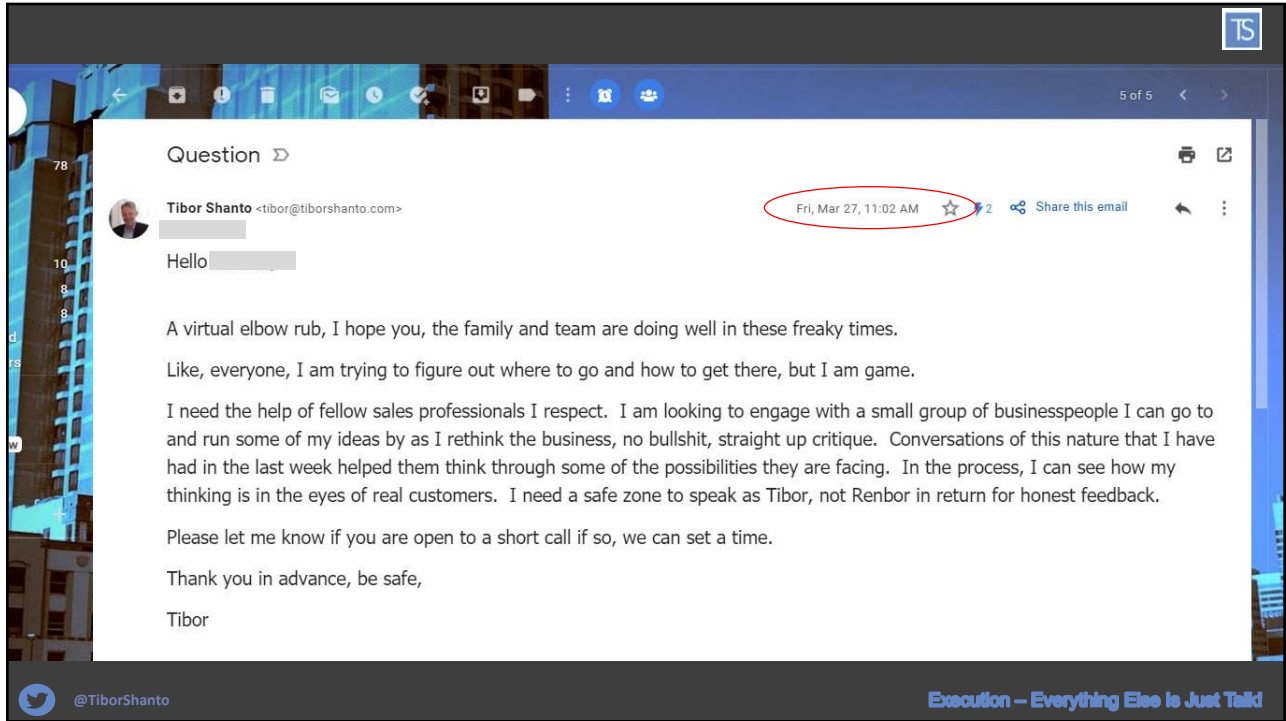
22



23



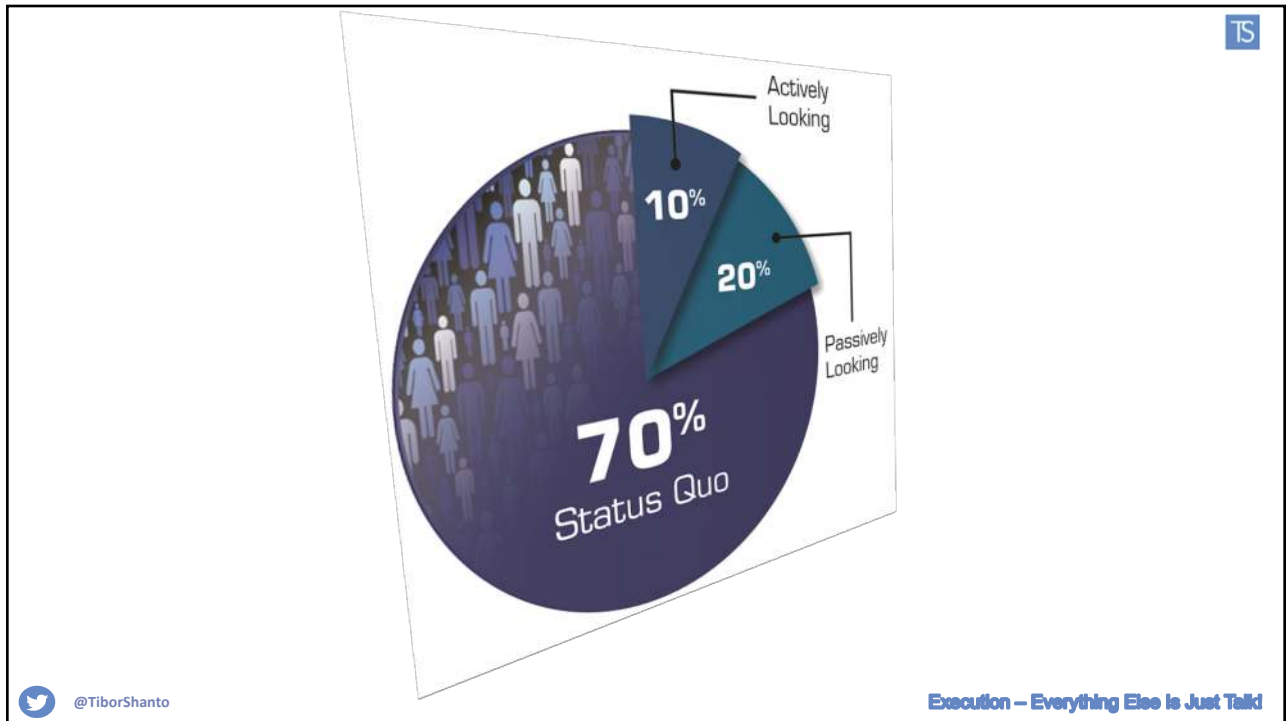
24



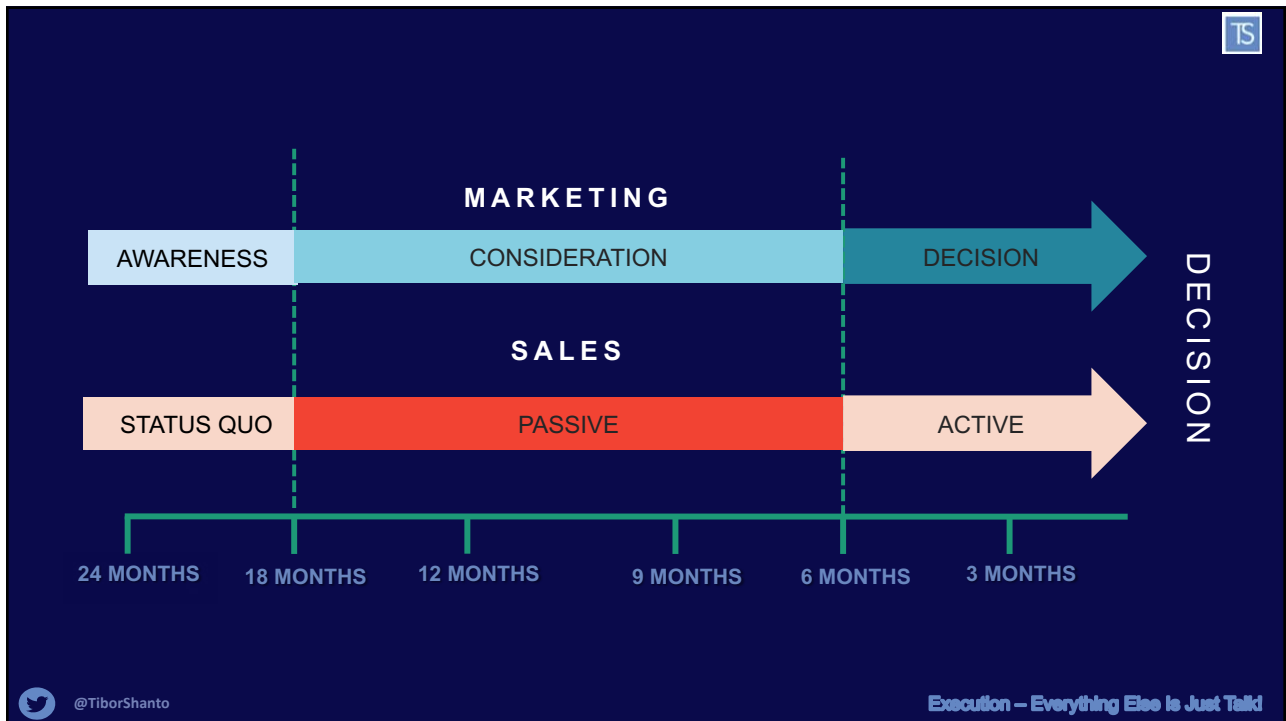
25



26



27



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TS

Objectives

- Objectives are clear measurable and tied to business outcomes
- Every business – business owner – businessperson, has objectives
- Pain – short lived, people learn to cope; objectives – uplifting, people can't get enough



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TS

Simple Illustration

If we were sitting here 18-months from now, and you were telling your team had hit a grand-slam or won the Cup?

What would that look like?

I get it, I see the vision.

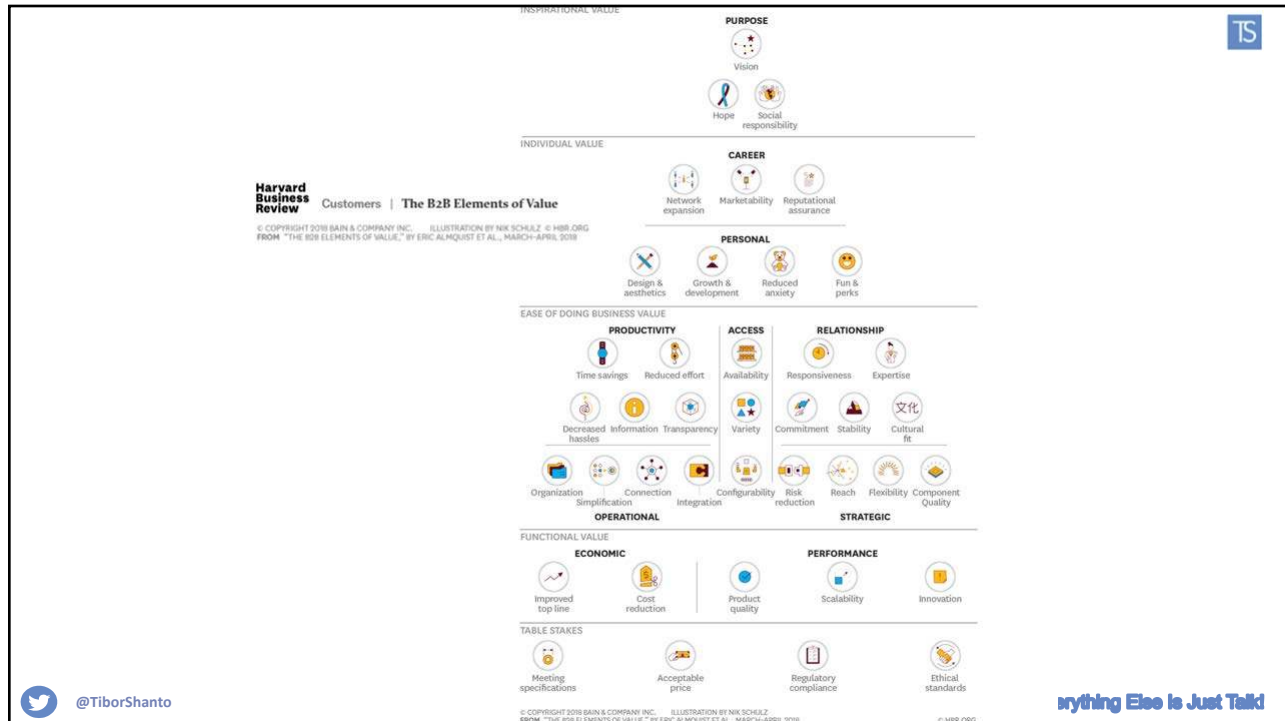
I am curious, why aren't we there today?



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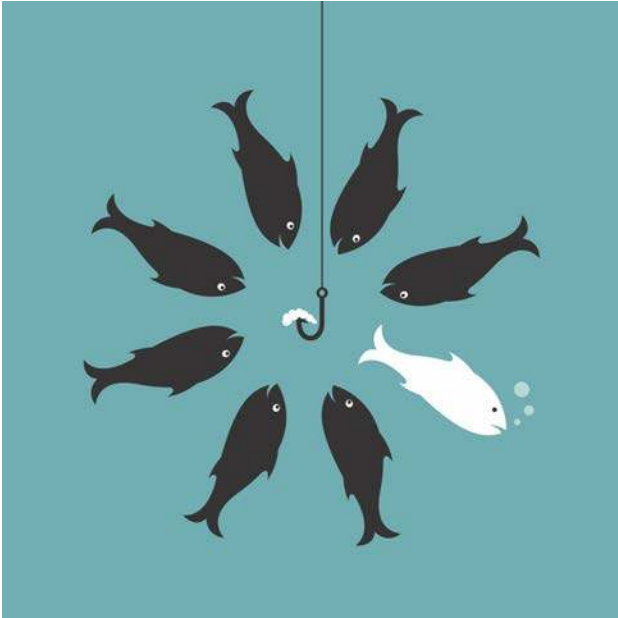



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Counter-Intuitive



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what are other words for counterintuitive?

unreasonable, illogical, reasonless, senseless, untenable, nonsensical, faulty, implausible, absurd






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TS

Counter to instinct

<p>Deked Out <i>Prospect: Does your solution allow me to ???</i></p> <p>Many will take this as an opportunity talk about the feature in question</p> <p><i>Prospect: Thanks for that, what about???</i></p>	<p>In Control <i>Prospect: Does your solution allow me to ???</i></p> <p>Seller: That's a great question, why don't we make that first item on the agenda and cover it thoroughly; how is Wednesday at 11:00?</p>
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BTA Offer

The Proactive Prospecting Virtual Program

December 1 & 2 – 1:00 PM ET – 5:00 PM ET

4 Individual one-on-one 30-minute reinforcement session, helping you to adopt and get the most out of the program

6 Month Membership to the Proactive Prospecting Club

\$997 – Complete



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Program Content

Day 1

- **Introduction**
- **The Fundamentals**
 - The Prospecting Mind-Frame
 - The Buyer's View
- **Rejection In Context**
- **Time/Timing**
- **Metrics**
- **Defining your Value**
 - Actionable & Reusable Definition of Value
- **The Buyer's State**
- **What Buyer's Are Buying**
 - Knowing why Buyers buy from You and your Company
 - Know the Value you deliver
 - Being Multilingual
- **Script Development**
 - A Proven step-by-step approach

Day 2

- **Objections**
 - The nature of Objections
 - A formula for managing the most common Objections
 - Marginalize predictable objections
 - Dealing with Question Based Objections
- **Voicemail**
- **Gatekeepers(*)**
- **Email**
- **Cadence**
- **More**



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<https://www.tiborshanto.com/proactive-prospecting-virtual-program/>



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TIBOR SHANTO AWARDS & RECOGNITION

- Ranked 8th on the Top 30 Social Salespeople In The World – Forbes.com 2014
- Top 50 Sales & Marketing Influencers for 2014 – Top Sales World
- Top 25 Sales Influencers for 2014– OpenView Labs
- Gold Medal Top Sales & Marketing Blog 2013 – Top Sales World Awards
- 50 Most Influential People in Sales Lead Management in 2013
- Top 50 Sales & Marketing Influencers for 2013 – Top Sales World
- Top 25 Sales Influencers for 2013– OpenView Labs
- 25 Influential Leaders In Sales – 2012 Edition – InsideView
- Top 50 Sales & Marketing Influencers for 2012 – Top Sales World
- Top 25 Sales Influencers for 2012 – OpenView Labs
- 50 Most Influential People in Sales Lead Management in 2010



Tibor Shanto
416 822-7781
Tibor@TiborShanto.com
www.TiborShanto.com
www.ProactiveProspecting.Club



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Help Your Fellow Dealers:

Submit Job Descriptions, Comp Plans & Other Documents

Received September 2020

Name: _____

SCOPE OF MANAGED IT SERVICES (MITS)

ATTACHMENT A

Billing: On Site Off Site

ASSET MANAGEMENT

License: Specify _____

License: Specify _____

License: Specify _____

License: Specify _____

Other: Specify _____

BACKUP DATA

On Site: Frequency: _____ Size: _____

Off Site: Frequency: _____ Size: _____

CONNECTIVITY

MPLS: Mention Network Connectivity

Firewall: Specify _____

Other: Mention Communications in the Immediate Office by Part of Demarcation

DATA/EMAIL/PHONE COMMUNICATIONS

E-Mail: Specify _____

Exchange LAN: Specify _____

VPN/LAN: Specify _____

Print: Specify _____

Share: Specify _____

Network File: Specify _____

VPN: Specify _____

Video Conference: Specify _____

HOSTED SOLUTIONS

Exchange Server: Specify _____

Other: Specify _____

HELP DESK

System Administrator telephone support: M-F 8-5

Automated System Monitoring (ASM): Specify _____

SECURITY

Services Provided "to the Cloud": Specify _____

Established Periodic Maintenance Based on Best Practices - Quarterly: Specify _____

Impairment, Monitor & Update Anti-Virus & Anti-Malware: Specify _____

Secure Remote Access (SRM) w/Two-Factor Verification (2FV): Specify _____

PERIODIC MAINTENANCE

Access Rights/Network: Specify _____

Router - Gateway: Specify _____

Anti-Virus & Updates: Specify _____

Content Filtering: Specify _____

Internet Access: Specify _____

SNA & TIV: Specify _____

Apple: Specify _____

Integration: Specify _____

Manual: Specify _____

ON-SITE SERVICE

Normal Hours: M-F 8-5

Extended Hours: Only for Down Systems, M-F 8-7pm, Saturday 9-7pm & Sunday 9-3pm

Received September 2020

STRICTLY PRIVATE AND CONFIDENTIAL

COMPENSATION STATEMENT FOR PERIOD: _____

PREPARED ON: _____

The scope of your role as a general partner sales for the company. This summary of compensation reflects potential pay if you and the company achieve specified performance goals and shall take precedence over all agreements and arrangements whether written or oral. This document shall be kept in conjunction with the company's compensation policy.

PERFORMANCE MEASURES:

	Rate	Quota	Rev.	Value
Office Equipment				
GM (Current revenue) (Budgeted)	1%	\$		\$
GM (Current customer)	10%	\$		\$
GM (Stock Out/Over Business/Growth)	20%	\$		\$
Document Imaging				
Residual target	10%		\$	\$
Software/Professional Services				
GM profit target	20%			\$
Equipment Service Contracts				
Monthly revenue target - Split Revenue on 1 st year of the contract	30%			\$
Total commission opportunity at 100% of plan				\$
Base Salary				\$
This earnings amount assumes fulfillment of job responsibilities.				\$
Total Earnings Opportunity at 100% of Plan				150
Quarterly Bonus at 100% of Equipment Plan			Equipment	\$
Quarterly Bonus at 100% of Software Plan			Software	\$

I have read the statement and the compensation policy and understand the same.

Employee signature: _____ Date: _____

GM signature: _____ Date: _____

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