




SALES GROWTH PARTNERS


5 Keys to Building a Winning Sales Team

www.salesgrowthpartners.com

Business Technology Association
March 16th Webinar

1

Something New 



TELL ME
SOMETHING NEW

2

2021 Outlook



- Given all the 2021 business uncertainty, Sales Professionals share job search plans:
 - **68%** plan to look for a new job in the **next year**
 - **45%** plan to look for a new job in the **next three months**
 - **19%** have **no plans** to look for a new job at all
- Without a dedicated sales hiring & onboarding process, the chances of hiring success is minimal
- The stakes could not be higher:
 - On average, the cost of hiring a *Bad Salesperson* easily tops **\$30K - \$50K**
 - Try our [Sales Hiring Mistake Calculator](#)
 - While the production from a *Strong Salesperson* can easily **exceed 5x** that of an average performer

3



4

You Can't Build a Winning Sales Team if You...



- Have Under-Achieving Salespeople
- sales roles -activity standards clearly defined
- Lack a Milestone-Centric Sales Process
- Have Downward Trending Win Rates
- Have a Continued Insufficient Pipeline
- Have Continued Inaccurate Forecasts
- Are Trending Toward Longer Sales Cycles
- No motivation and reward process



5

What Sales Functions are Required?



- History has led us to believe that Sales Reps wear multiple hats, while this is true, if we want Consultative Sales Reps selling to the C-Suite, the current model must change.
 - Today we hire Reps and ask them to:

<ol style="list-style-type: none"> 1. Identify Suspects 2. Make Cold Calls 3. Gain appointments with the C-level decision makers 4. Present a professional financial Conceptual presentation 5. Either perform or assist in an onsite walk-through evaluation 	<ol style="list-style-type: none"> 6. Close 7. Assist in equipment removal and/or delivery and assist in installation (connecting printers) 8. Help arrange delivery, installation and often both 9. Handle customer issues to include service issues, billing problems, etc.
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Is this the job of one person? And if so, can we expect maximum sales productivity?

6

5 Keys to Building a Wining Sales Team



1. **Starting Point:** Evaluate your Sales Force! Right People, Right Seats;
2. **Sales Culture:** Eliminate the 80/20 Rule – Stop the Excuse Making, Raise Expectations!
3. **Performance:** Coach up the B's & C's that can be Saved – Coach up Sales Leadership
4. **Recruit:** Top Performers – Better than Your Current Top Sales rep -Process with a Sales Selection Tool
5. **Approach to Market:** Customized Milestone-Centric Sales Process with a Consultative Approach



7



8

Sales Consulting without Diagnosis

Doctor: It looks like you're pregnant

Woman: I'm pregnant?

Doctor: No it just looks like you are



9

How do Professional Sports Teams Evaluate New Prospects & Current Talent with Statistical Data

- 60 Time
- Launch Angle
- Velocity
- Exit Speed
- Pop Time
- OPS
- ERA
- AVG.
- OBP

– through statistical science, they select and protect their investments
So can **you**.

10

You Can Improve your Current Sales Organization

Accurate Diagnosis is the Key

There are sales specific **Tools** that look at the People, Systems and Strategies in your sales organization

it sheds light on **potential problems:**

→

People:

- Hiring Criteria,
- Mgmt. Team on same page
- Business lost due to weaknesses among Salespeople

Systems:

- Quality of Pipeline
- Effectiveness of Sales Mgmt. effort

Strategies:

- Salespeople capable of executing Strat.
- Team Comfortable with G2M Model


If you are attempting to transition your company from good to great, you'll learn which of your existing people should be on the bus, which seats they should be in and who should be off the bus.

11

Free Tools from Sales Growth Partners

We offer a range of Objective Management Assessment Tools that allows us to work as your partner to get the right people in the right roles in your company and to line up the right sales process for success!

- [Sales Hiring Mistake Calculator](#)
- [Recruiting Process Grader](#)
- [Sales Ghost Calculator](#)
- [Sales Process Grader](#)
- [Sales Achievement Grader](#)
- [Sales Force Grader](#)




Try our [Assessment Tools](#) Today!

12



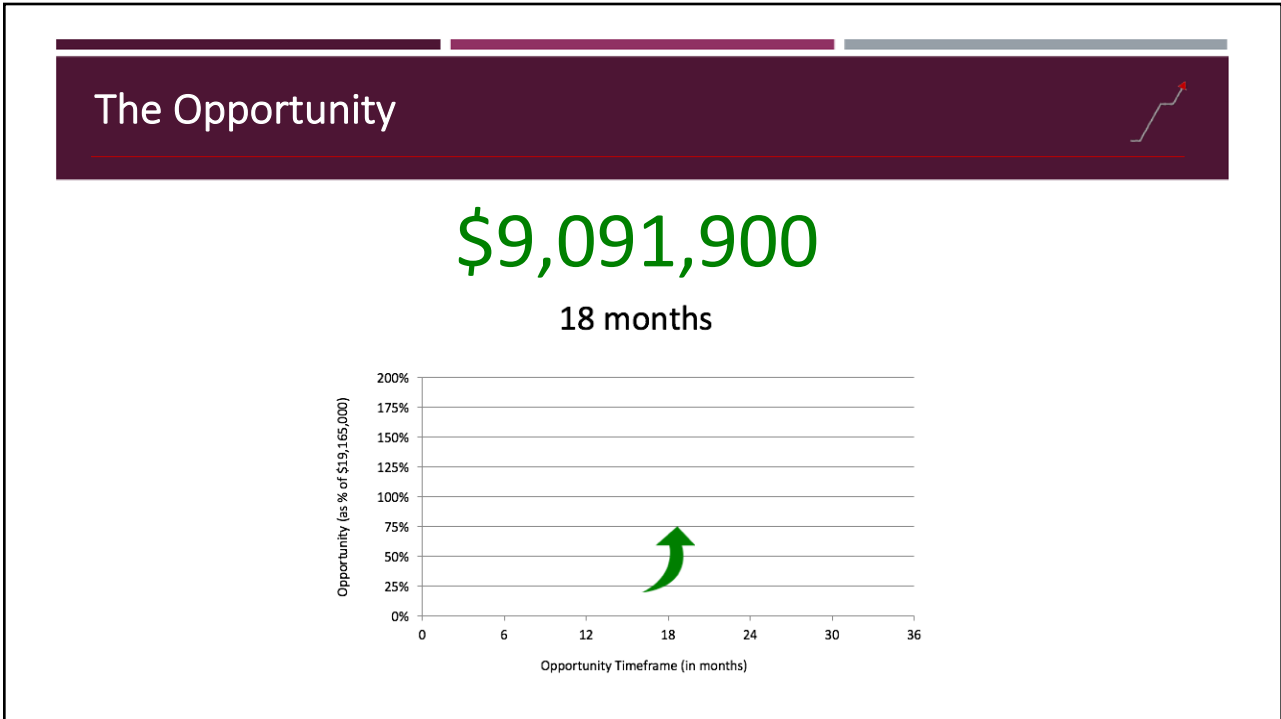
13

Sample 

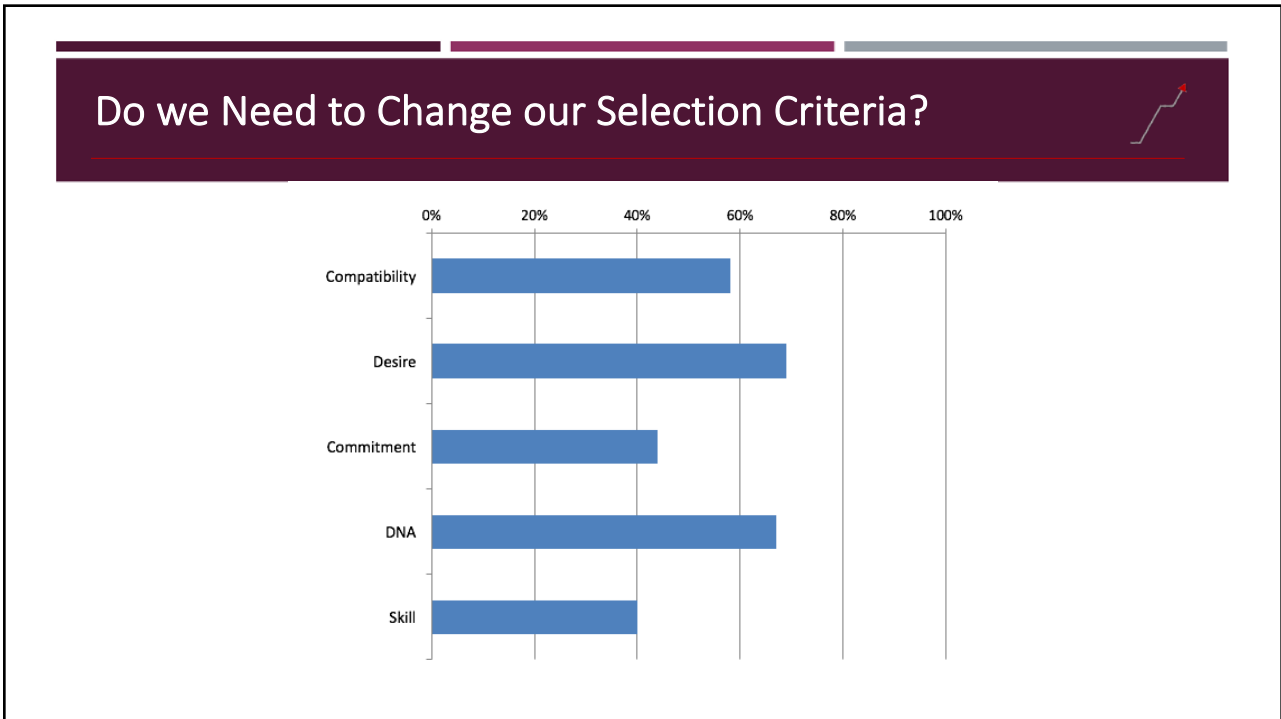
**Sales Effectiveness
&
Improvement Analysis**

Sneak Preview

14



15



16

Common State Hiring Practices



- **Job Description** – Focuses on *functions- not outcomes*
- **Job Ad** – Focuses on *opportunities- not the ideal candidate*
- **Receive Resumes** – These are written by a Professional & we look to be impressed
- **Interviews** – Sales People interview well & Interviewers don't ask specific questions to test them
- **2nd Interview** – Another look, just in case ??
- **Offer & Pray**

17

Ideal Hiring Practices



- **job description- Role Specific Criteria for Success**
- **Well-Worded Job Posting** on the *right job sites* using the *right parameters* (i.e. [Indeed](#))
- **Applicant Tracking System** (i.e. [RecruiterBox](#))
- **Accurate & Predictive Sales-Specific Assessment***** that is customized to your criteria *****
- **Scoring System*** for objectivity
- **Great Interviewing Skills** to challenge every claim on their resume (i.e. Last Company & Elevator Pitch –sales standards)
- **Patience** to wait for the *ideal candidate* rather than the first one you like enough to hire
- **Discipline** to not skip steps
- **Thorough Onboarding** through a formal 90-day program

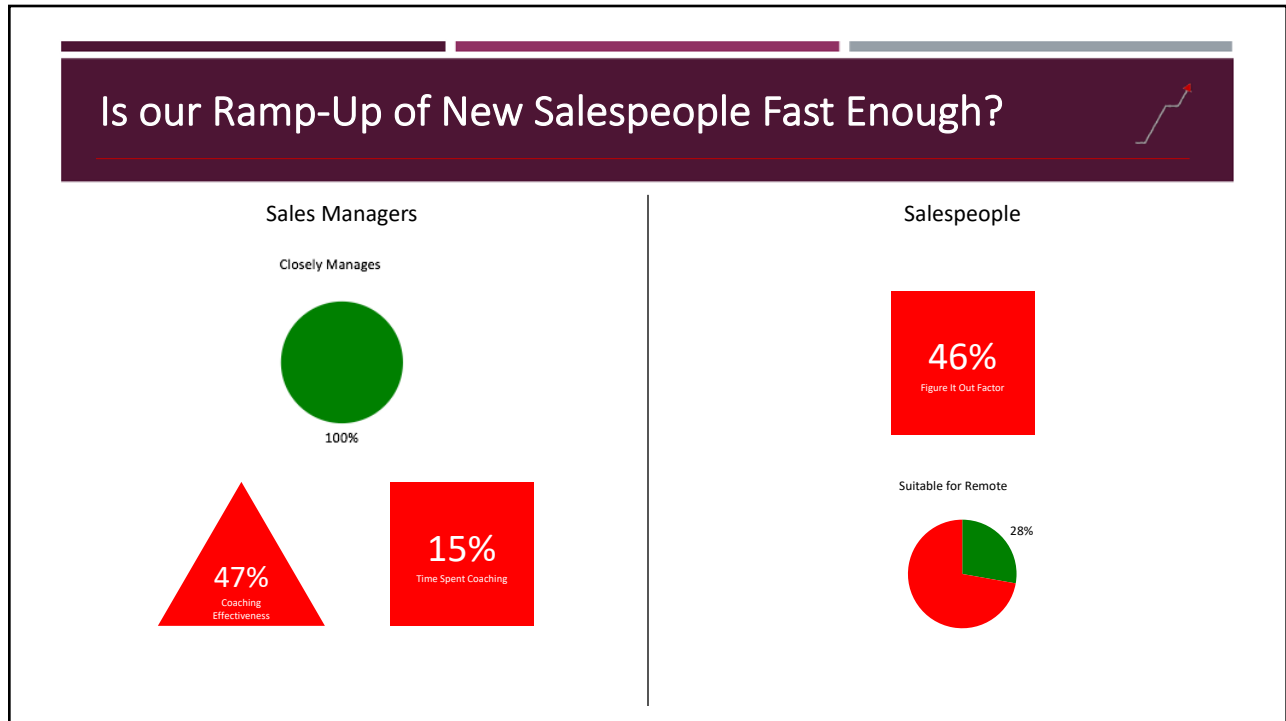
Compare *your* business with
your competitors selling in
your market at *your* prices

Use tools allow you to
build a profile that you
will be screening for

Hire, train and manage
only Salespeople that fit
your selling environment

**That is how world-class
sales organizations
build high performance
sales teams**

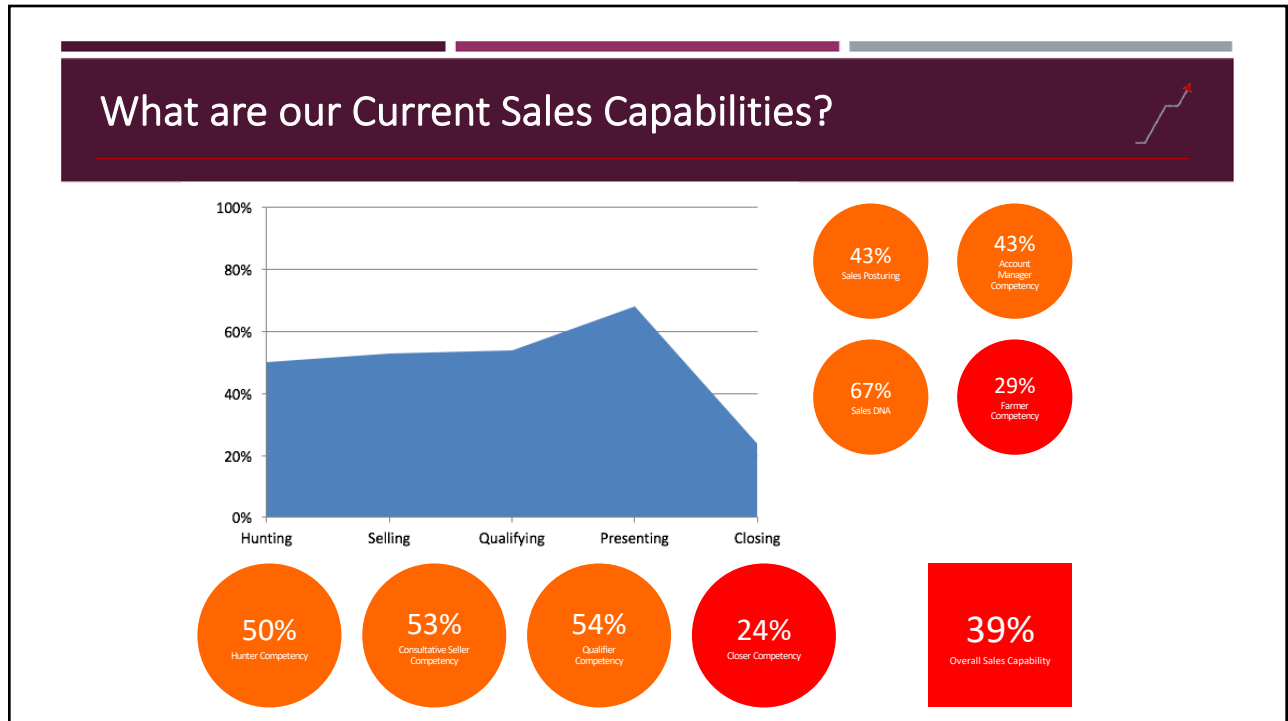
18



19



20



21

Who can Become More Effective in their Roles?

Analysis of Non-Performing Salespeople

Name	Desire	Commitment	Outlook	Responsibility	Growth Potential	Sales Quotient	Skills	Strengths	Trainable	Coachable	Sales DNA	Figure it out Factor	Save
Europe Sales													
Roger Daltry	✓	✓	✓	✗	10	108	31%	50%	✗	✓	68%	35	✗
Mick Jagger	✗	✗	✗	✗	10	104	50%	40%	✗	✓	66%	60	✗
Brian May	✓	✗	✓	✗	28	117	23%	45%	✗	✓	69%	30	✗
East Coast Sales													
Gregg Allman	✓	✗	✓	✓	10	132	60%	60%	✗	✓	90%	50	✗
Tom Petty	✗	✗	✗	✗	38	98	19%	30%	✗	✓	53%	25	✗
Tommy Shaw	✓	✓	✓	✗	41	137	62%	60%	✓	✓	86%	64	✓
Steven Tyler	✗	✓	✗	✗	10	100	35%	45%	✗	✓	58%	46	✗
West Coast Sales													
Donald Fagen	✗	✗	✓	✗	13	79	28%	30%	✗	✓	55%	12	✗
Steve Miller	✓	✓	✓	✗	51	100	44%	55%	✓	✓	59%	54	⚠
Carlos Santana	✓	✓	✗	✗	88	99	35%	40%	✓	✓	53%	39	⚠

22



23

Is our Value Proposition Consistent?

To continue to be a world class band

- Roger Daltry

We are committed to being the best geriatric band of all time!

- Mick Jagger

To work our hardest to no longer be associated with Xanadu

- Jeff Lynne

We will bring you fame and fortune and everything that goes with it, 'cause we are the champions - of the assessments world!

- Brian May

To continue to provide the best concert experience

- Jimmy Page

To continue to provide the best concert experience

- Roger Waters

Our goal is to deliver the best show

- Gregg Allman

We are committed to providing the best show ever.

- Tom Petty

To be more than just another band out of Boston

- Tom Scholz

Provide a carnival atmosphere

- Tommy Shaw

Committed to being the best band to perform at Fenway Park

- Bruce Springsteen

Committed to being the best band to perform at Gillette Stadium

- Steven Tyler

Our goal is to deliver the best show

- Donald Fagen

Committed to being the best band out of San Francisco

- Steve Miller

To continue to be a world class band

- Carlos Santana

To continue to tour and play music

- Boz Scaggs

To be the best band in Kansas named Kansas

- Steve Walsh

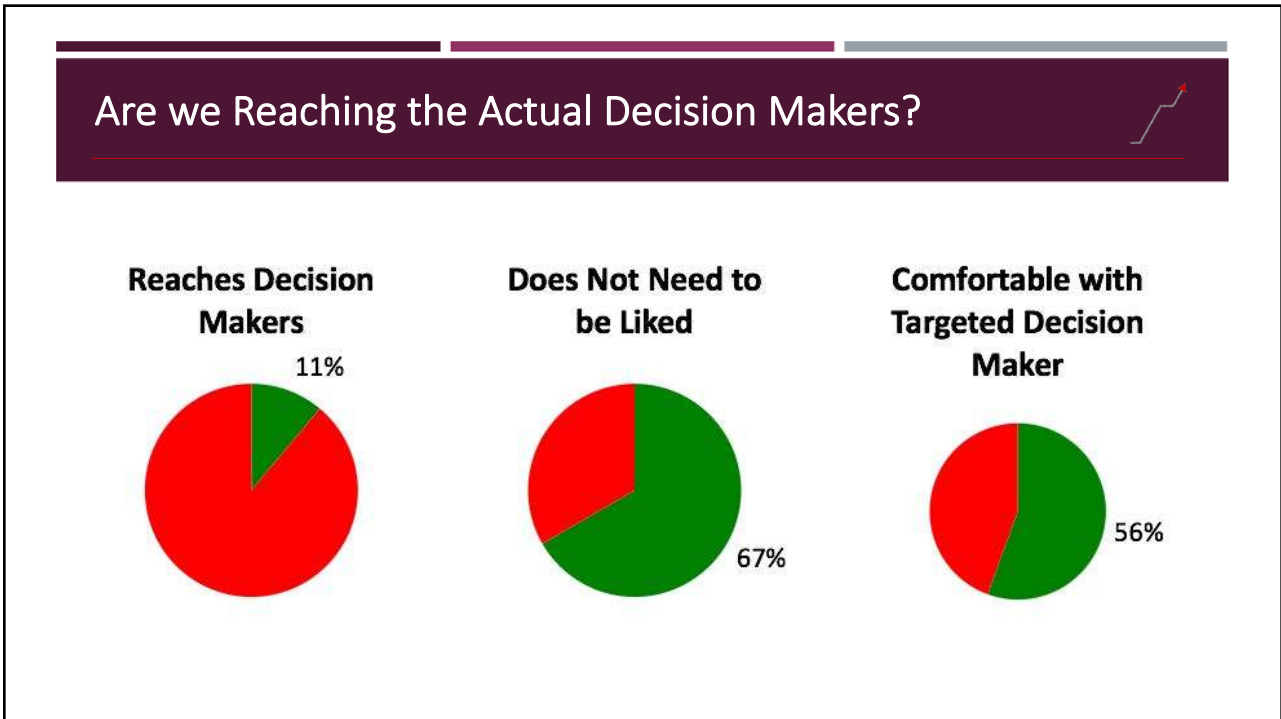
We are committed to providing the best show ever.

- Bob Weir

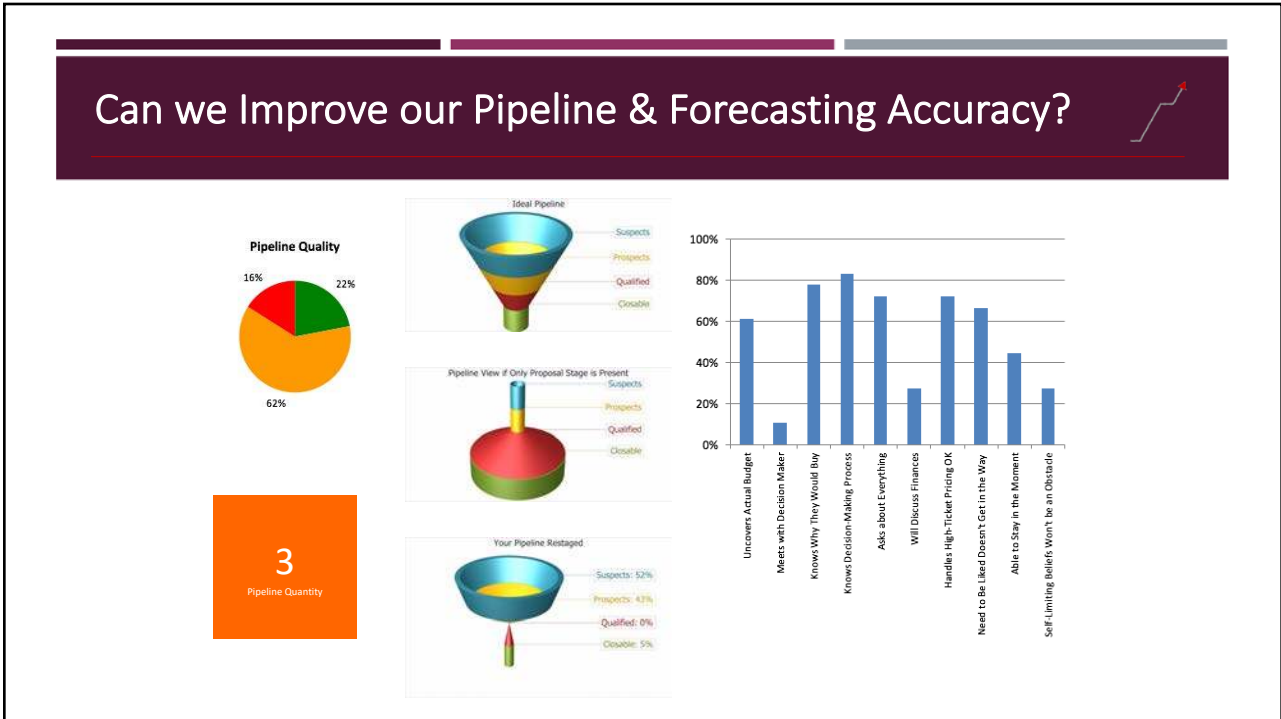
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25



26



27



28

Current State

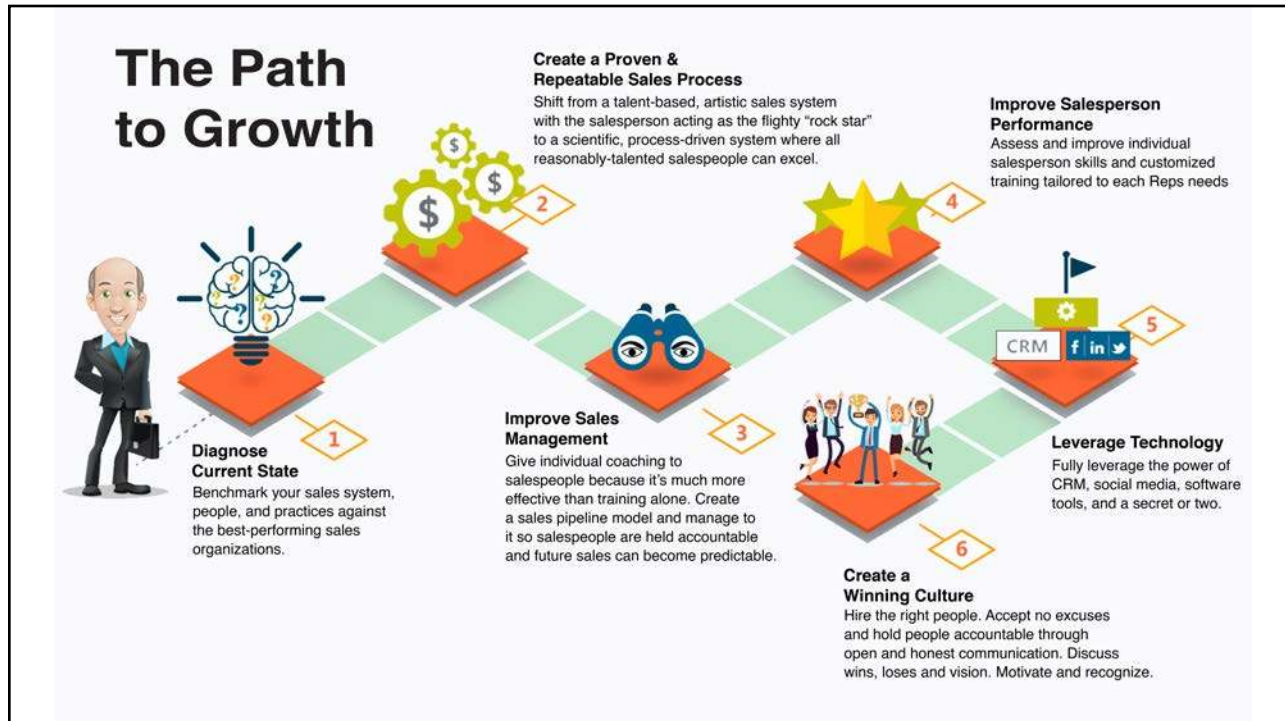


29

What are the Short-Term Priorities for Accelerated Growth?

- Evaluate Team & Improve
- Sales Selection & Recruiting process
- Coach B + C's to their needs
- Eliminate Excuse Making
- Sales Process That is followed
- Pipeline development
- Improve Forecasting
- Motivate and reward !

30



32

Test Drive Today

Sales Growth Partners

Sign up for a [FREE Candidate Assessment Trial](#)

To Learn More:
mperlo@sgpteam.com

Visit www.salesgrowthpartners.com

33



BTA's members-only webinar series is designed to improve your bottom line.

The April 6 webinar will be:

Five Ways to Increase Customer Service Excellence

4 p.m. Eastern, Tuesday, April 6



*Kate Kingston
Kingston Training Group*