



PREDICTABLE SALES GROWTH

Who would like their business to grow:



By a show of hands

10% this year

30% this year

50% this year

100% this year



4 KEY Requirements to driving

**Predictable
Sales
Growth**

Predictable Revenue Growth, starts with the:

4S^{es}

4 S's – Strategy

*You have created your short term &
long-term STRATEGY*

STRATEGY

4 S's - Structure

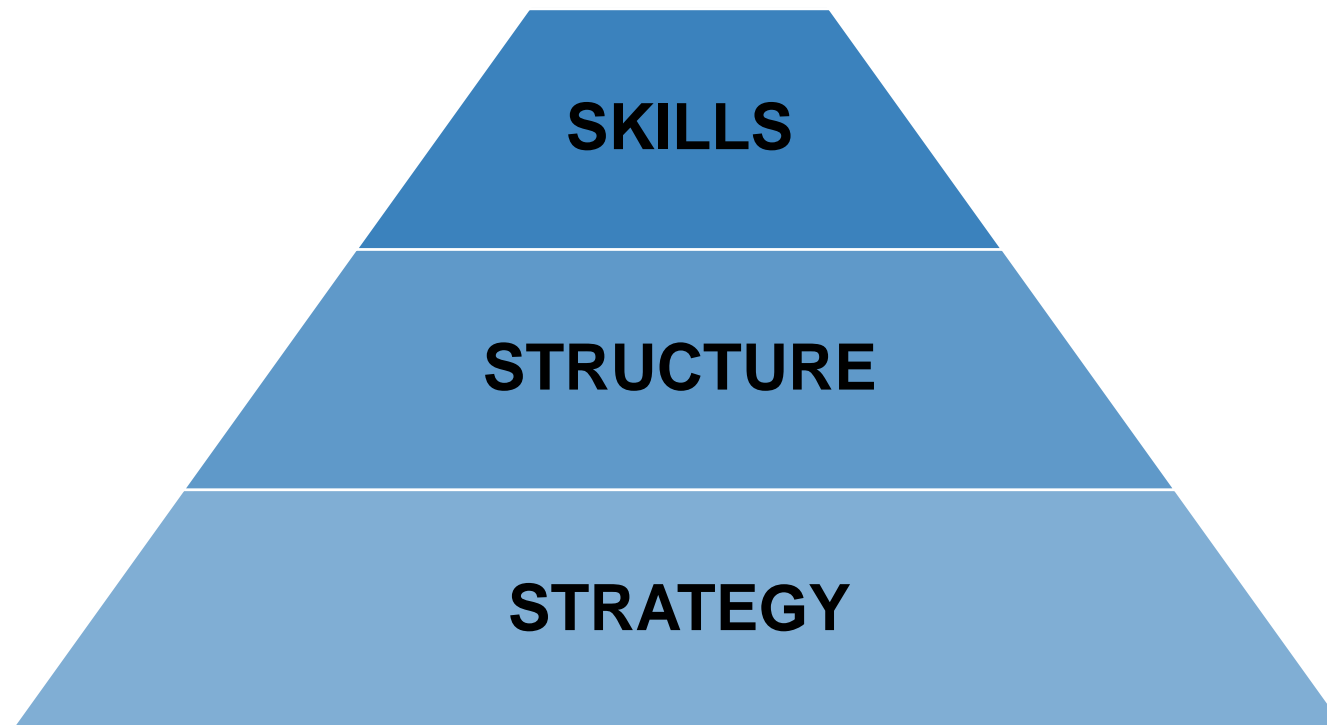
*Determine the required
STRUCTURE need to
execute the STRATEGY*

STRUCTURE

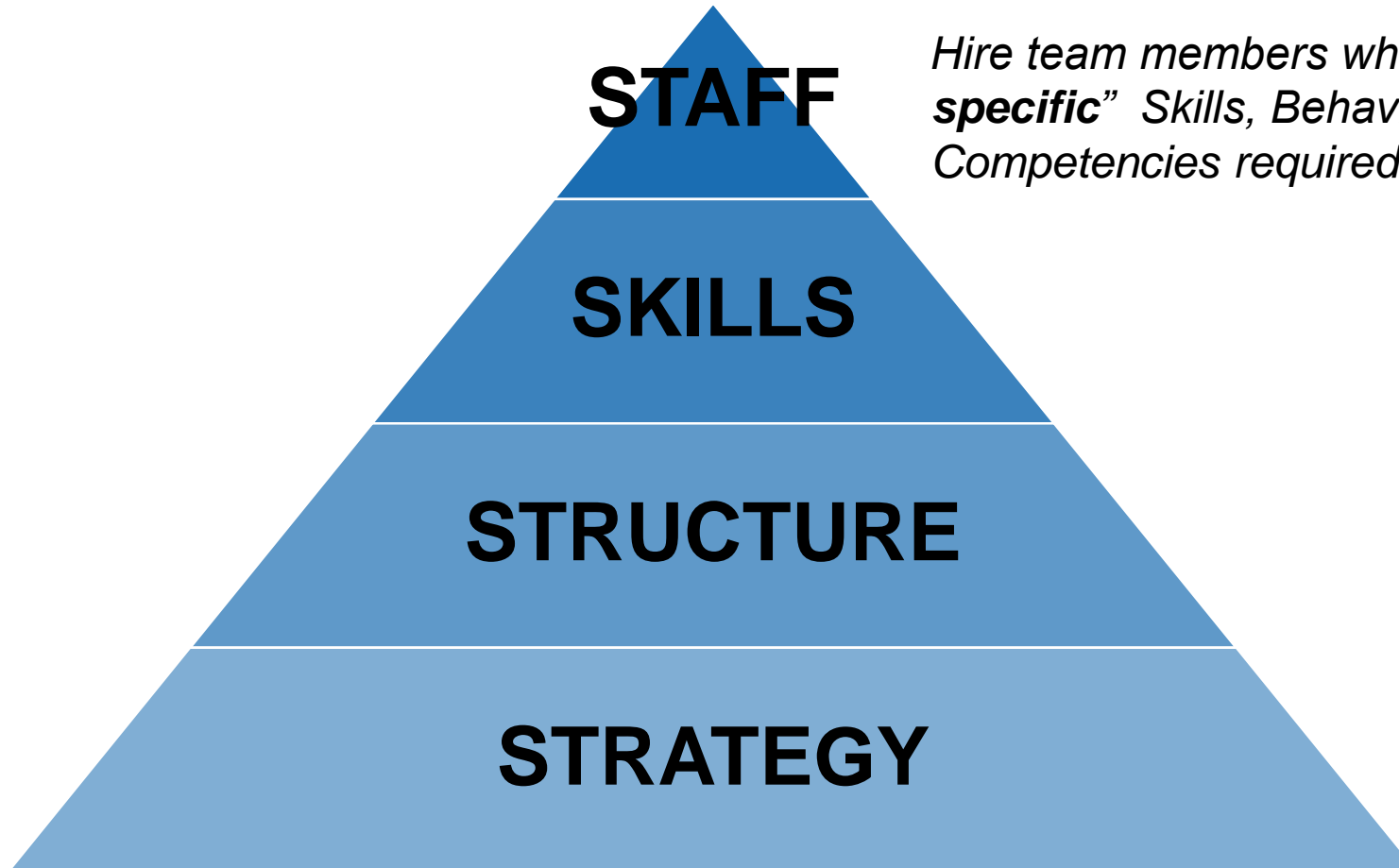
STRATEGY

4 S's -Skills

To maximize success: Skills, Behaviors, and Competencies are identified for each specific role in the Sales Team Structure



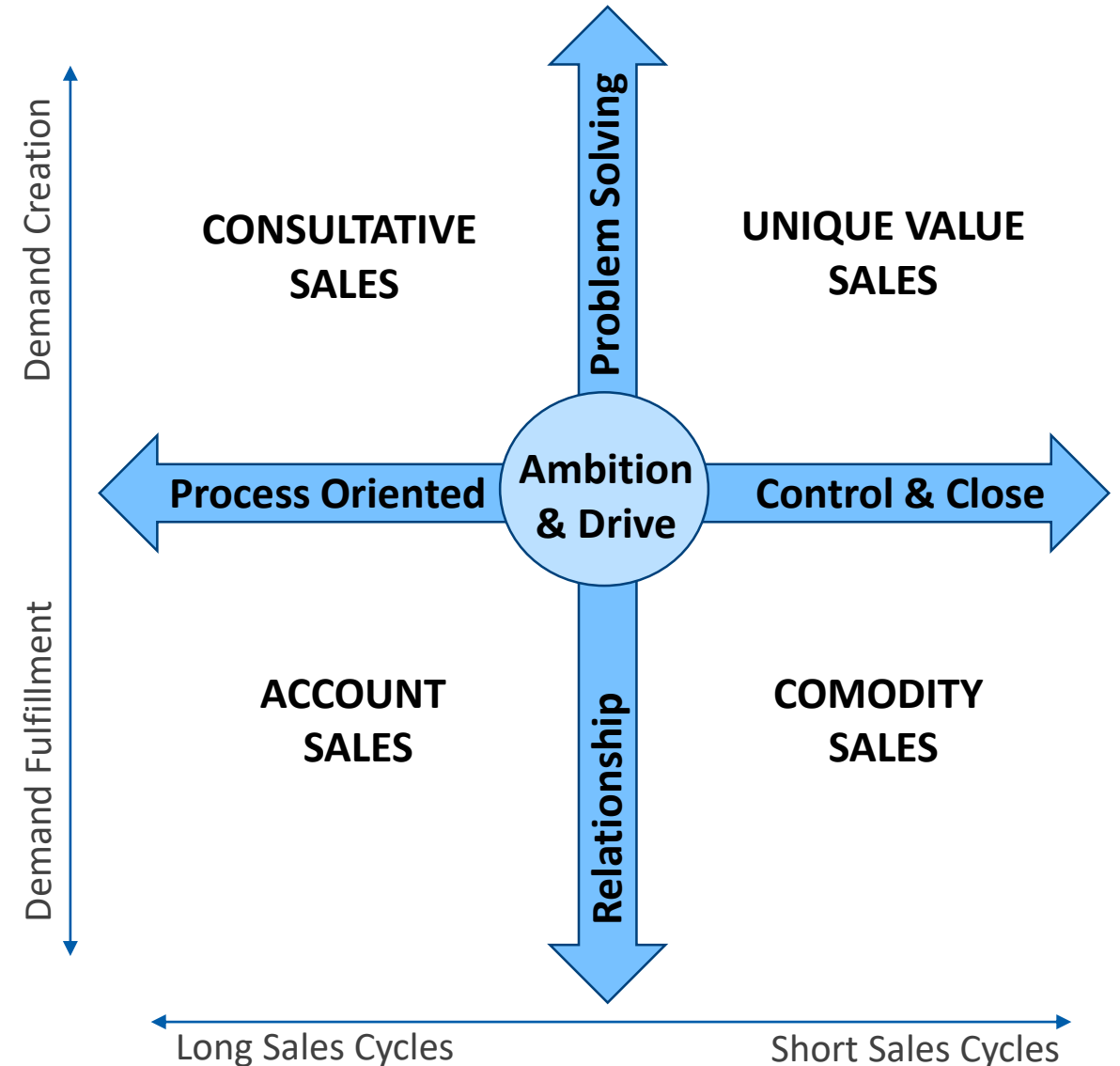
4 S's - Staff



*Hire team members who possess “**role specific**” Skills, Behaviors, and Competencies required to maximize success*

If Your Plan to Hire, It's CRITICAL to...

Hire people who possess the correct competencies for the "ROLE"





Salespeople Required Competencies

➔ Inside Sales Rep

- Question & Qualifying
- Control & Close
- Takes Action
- Ambition & Drive
- Positive Outlook
- Relationship Focus
- Resist Stalls & Objections

➔ Regional Sales Rep

- Prospecting
- Questioning & Qualifying
- Ambition & Drive
- Accepts Responsibility
- Takes Action
- Problem Solving
- Process Orientation

➔ VP/ Director of Sales

- Strategic Thinking
- Executing for Results
- Accountability
- Goal Setting
- Leadership effectiveness
- Coaching effectiveness
- Time management



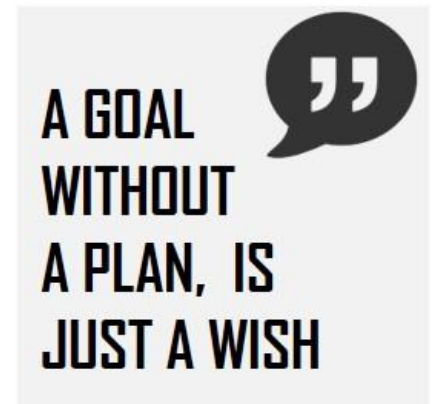
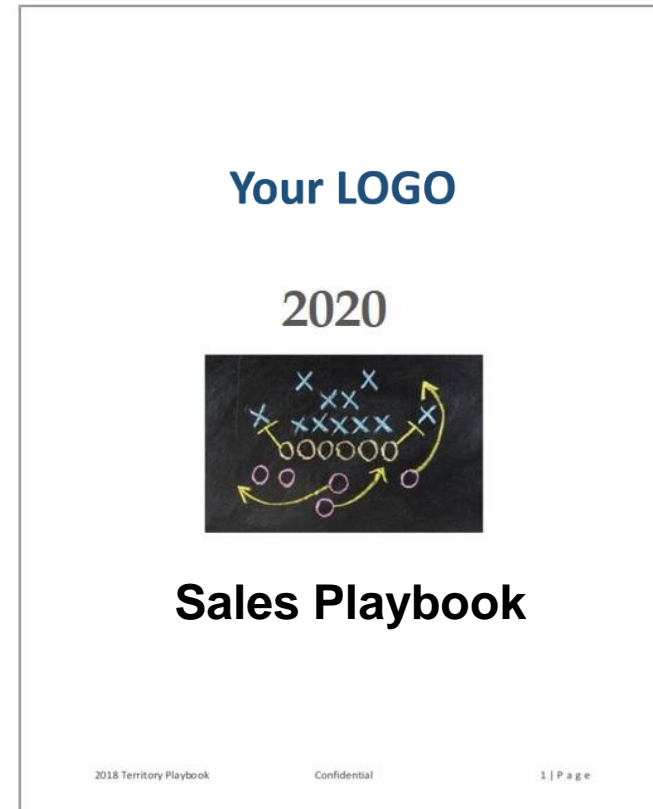
No Mind Reading

Use a “Role Specific” cognitive assessment tool

Predictable Growth Requires

2

- **A Sales Playbook**
 - Desired Culture
 - Common Language
 - Top 50 Targets
 - Demand Gen & Thought Leadership
 - Pre Sales & Post Sales KPI's
 - Monthly Projections



What was the last large purchase you made?

I bought a beautiful RED couch



BOB'S
DISCOUNT
FURNITURE
MYBOBS.COM

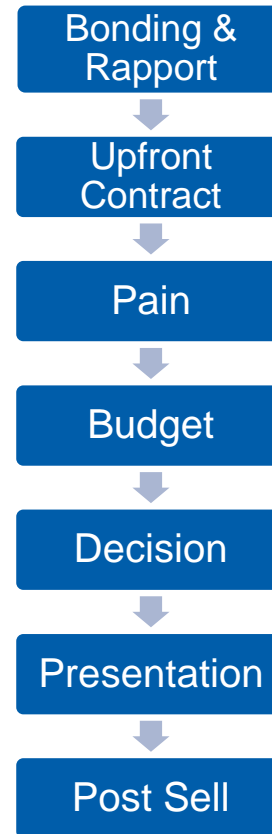
The Buyer Seller Dance

Traditional
Sales Person

Prospects
System



DIS-
EAR
EAL
E

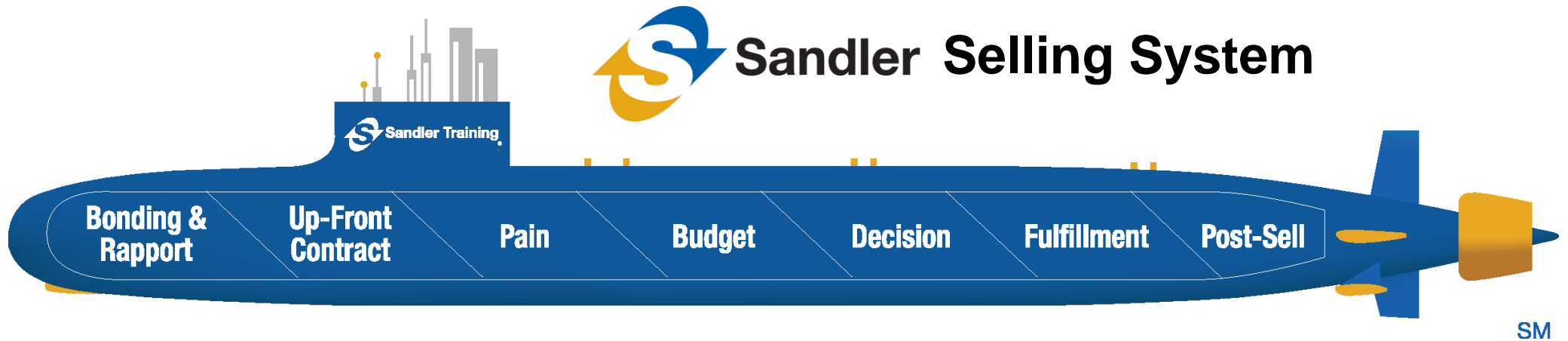


Who's Leading Who?



Master A Selling System

3



- Never ask for the order
- You can't sell anyone anything.....they must discover they want it.
- Go for the NO.....NO is OK

Implement a Sales Process

4

The Prospect Journey

Let's Recap...

- **Embrace the 4's**
Hire people who possess the required **COMPETENCIES**
 - **Create and LIVE BY your Sales Playbook**
- **Lead the Buyer Seller dance & MASTER a Selling System**
 - **Implement & OWN a strong Sales Process**

Who do we serve:

- Sales Professionals
- Professionals that need to sell
- Customer Care Teams
- Management Teams
- Senior Leadership Teams



Our State-of-the-Art Training Center in Woburn, MA



Sandler Rules To Live By

**You can't sell anything to anyone.....
They must discover they want your product or service.**

There is no such thing as a good try.

**You don't have to like prospecting;
you just have to do it.**

Manage behaviors, not the numbers.

Be Intentional in Everything You Do!

GOOD

SELLING