

5 Keys to a High Performing Sales Team

Creating a Sales Managed Environment



Presented by
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#1 – Manage Performance

Skill Set Required:
**Performance
Mastery**



7

Skills

The Performance Master

Doesn't Accept Mediocrity

Has No Need For Approval

Takes Responsibility

Manages Behavior

Asks Questions

Inspects What is Expected

Has Supportive Record Collection

Eliminate Mediocrity: Raise the Bar

	Current Standards	New Standards
Extraordinary	Exceeded Goal	Determined by Rep
Excellent	Achieve Goal	Determined by Rep
Good	Close to Goal	100% of Goal
Poor	Below Goal	93% of Goal
Failing	Mystification	Below 95% of Goal

75%

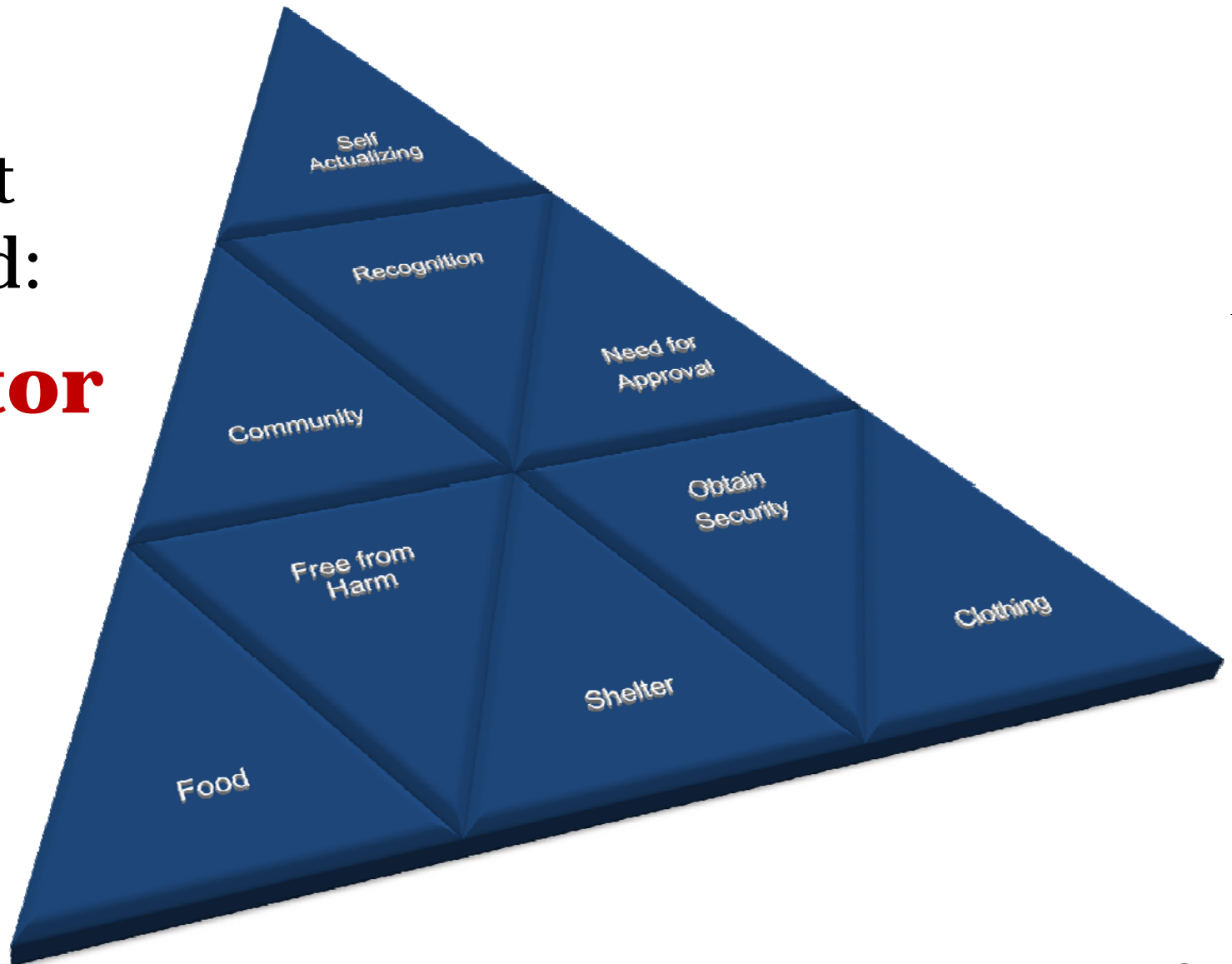
EXCUSES
EXCUSES?



If at first you don't succeed, lower your expectations

#2 – Motivation That Works

Skill Set
Required:
Motivator



8

skills

The Motivator

Has Goals and a Plan

Knows What Motivates Salespeople

Gives Recognition

Has Strong Self Image

Has Good Bonding and Rapport

Runs Effective Sales Meetings

Doesn't Accept Mediocrity

Takes Responsibility

Personal Goals

Spiritual

Family

Health

Wealth

Things you want to do

Places you want to go

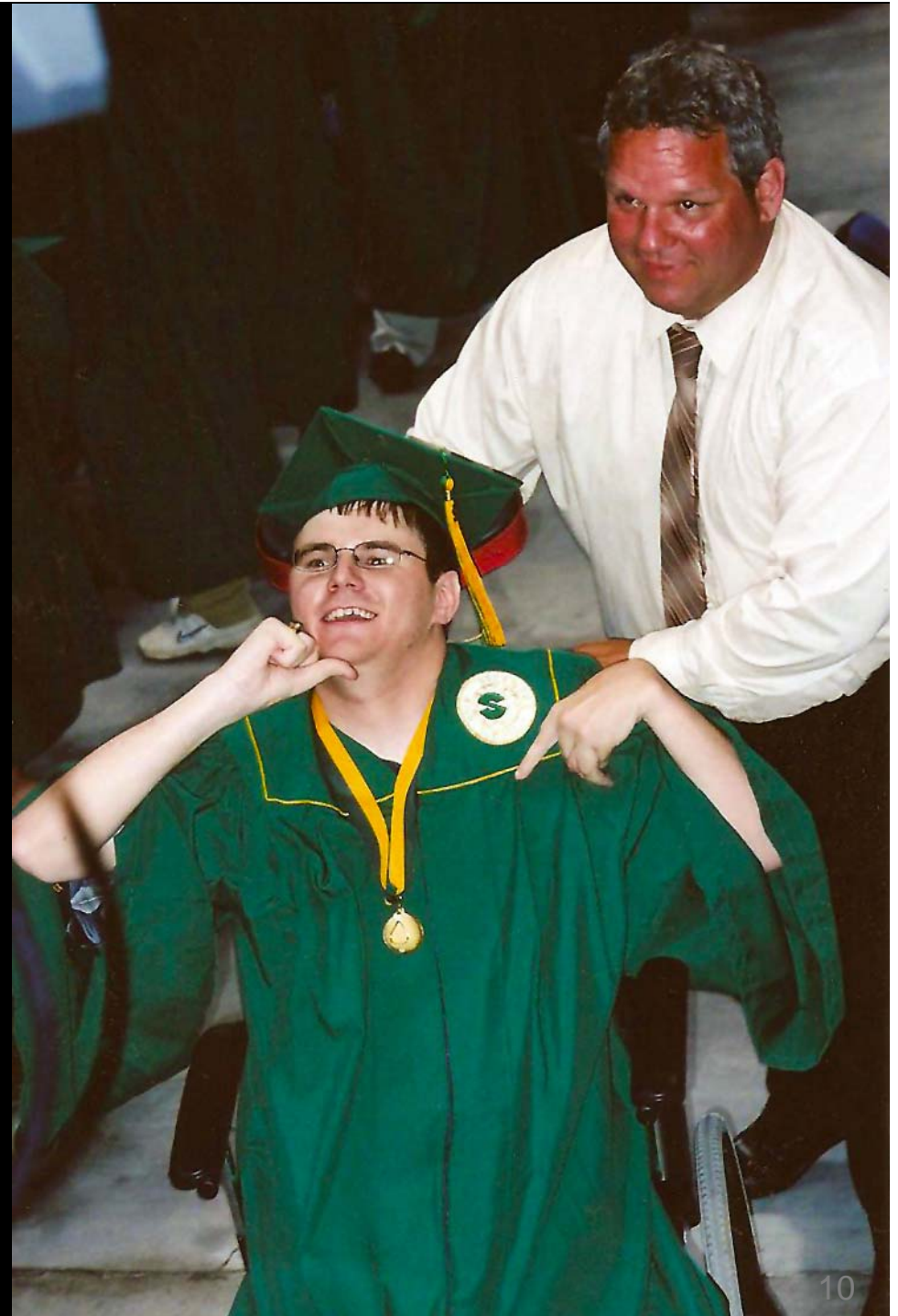
Wealth

Community

Emotional / Mental

Things you want to have

What you want to be





Mediocrity

#3 – Coach for Success

Skill Set
Required:

**Effective
Coaching**



9

Skills

Coaching For Success: The Coach

Prepares and Debriefs Sales Calls Effectively

Handles Joint Sales Calls Effectively

Asks Questions

Has No Need for Approval

Doesn't Rescue the Salespeople

Has an Effective Selling System

Effective at Getting Commitments

Consistently Coaches and Debriefs

Has Record Collection that Supports Coaching

Prepare



Debrief

Map Your Sales Process



#4 – Upgrade the Sales Force

Skill Set Required:
Recruiter



8

skills

Upgrading the Sales Force: The Recruiter

Uses Correct Hiring Criteria

Hires the Best Person for the Position

Has No Need for Approval from Salespeople

Has Good Bonding and Rapport

Has Good Interviewing Skills

Recruits Consistently

Is a Good Decision Maker

Record Collection Supports Recruiting

Hiring **Criteria** - Results

Generates 5 new sales per month

Average revenue per sale exceeds \$_____

Leverages networking events

Exceeds production goals

B to C market selling high priced lifestyle products

Committed and passionate for sales success

Demonstrated ability to earn \$_____

Re-sells 90%+ of all previous customers

- You've seen the job post: what makes you think you fit?
- How would I know?
- I have 5 other candidates...
- We'll make our decision on _____ if you don't here from us...

Interviewing Questions



- Did they close you?
- Did they establish rapport?
- Did they ask you questions?
- Did they engage?

#5 – Sales Growth with Data

Skill Set
Required:
Mentoring



8

skills

The Mentor

Has Strong Self Image

Is Effective When Asking Questions

Is Effective at Handling People

Is Effective at Listening

Doesn't Accept Mediocrity

Takes Responsibility

Is a Flexible Thinker

**Record Collection Supports
Growing People**

Close More Business

More Quickly

At Higher Margins

Closing More Analysis

What choke point is impacting closing ratio the most?



More Quickly



What to focus on

- When did we create the opportunity?
- Did we follow the sales process?
- Did we effectively execute the sales process?

What to measure

- Time from opportunity to time of closing presentation
- Time from closing presentation to revenue



At Higher Margins

Do You Know The...

- Revenue per person
- Cost to market
- Profitability of BOB
- Profitability of the different business units that make up their revenue flow?

Are You Applying the Pareto Principle?

You Must:

- Create a system that measures margin
- Communicate profitability
- Sell to top 20%
- Change bottom 20%

Summary

Manage Performance

Motivate

Upgrade

Coach

Mentor

Additional Resources

eBooks:

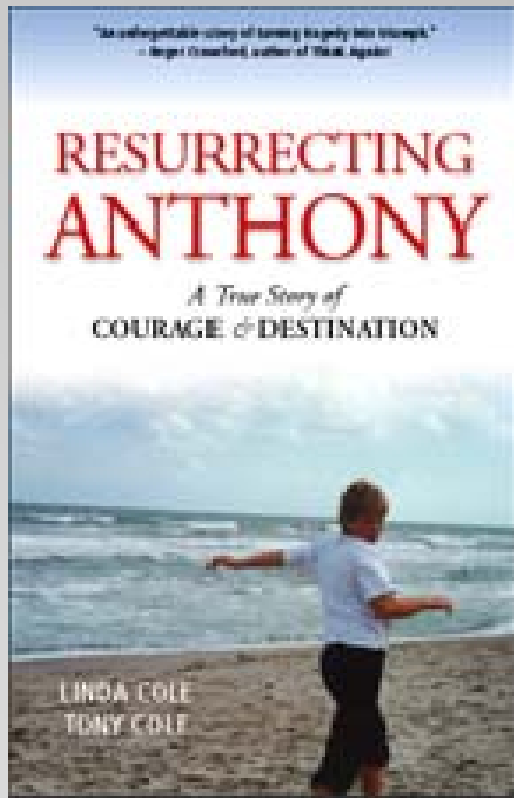
9 Keys For Successful Sales Coaching

Why is Selling So Damn Hard

Sign up For Sales Brew:

www.anthonycollection.com

Thank You!



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Tony's blog:

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**Book: *Resurrecting Anthony*
by Linda & Tony Cole:**

www.resurrectinganthony.com