

RMR

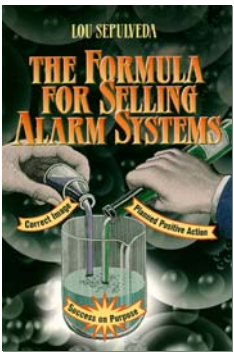
Recruiting, Managing & Motivating a Highly Effective Sales Team

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RMR

The Formula for Selling

RMR



CI + PPA = SOP

Correct Image
+
Planned Positive Action
=
Success On Purpose
Instead of on Accident

RMR

Correct Image

- Top Salespeople know how to sell themselves...

They know they have only one chance to make a 1st impression

RMR


Salespeople Have One Chance To Make A First Impression

According to a university study - people make **11 decisions** about a salesperson in the first **7 seconds** of contact



RMR

11 Decisions



- Sex Role Identification
- Level of Success
- Political Background
- Religious Background
- Ethnic Background
- Social Professional Sexual Desirability
- Educational Level
- Economic Level
- Perceived Credibility, Believability, Competence & Honesty
- Trustworthiness
- Level of Sophistication

BMR

**Correct Image
+
Planned
Positive
Action!**

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Studies of the psychology of human buying habits suggest that:

- 7% Buy based on what you say..
The words you use.
- 38% Buy based on how you say
what you say.

Have you ever said something you wish you hadn't?

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Top Salespeople must learn
how to say what they
should say....

For Example...



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I Didn't Say He Beats His Wife

10

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I Didn't Say He Beats His Wife

11

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I Didn't **Say He Beats His Wife**

12



I Didn't Say **He** Beats His Wife

13



I Didn't Say He **Beats** His Wife

14




I Didn't Say He Beats **His** Wife

15



I Didn't Say He Beats His **Wife**

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Studies suggest:

- 7% Buy Based on what you say.
- 38% Buy Based on how you say...what you say.
- 55% Buy based on how you handle yourself.

What does that mean?

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Why Do Clients Buy From Your Company?

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BMR **U** They Buy...

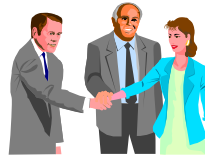
- When they perceive a need.
- When perceived value equals or exceeds the investment.
- When they are comfortable with the salesperson, the company and the company's product and/or services.



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BMR **U**

- Do all of your prospective customers believe that the value of your product is equal to or greater than the investment to purchase?
- If not, then the sales presentation must sell/build value.



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BMR **U**

- Are all of your prospects comfortable with your salesperson, your company and your products and/or services?
- If not, then salespeople must sell them self, the company, the products & services.



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BMR **U**

What is a Salesperson?

22

BMR **U**

They are Problem Solvers

23

BMR **U**

Who Uncover Needs

24

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And Who Sells Solutions

25

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Who is always Seeking New Opportunities

- Solve Problems
- Uncover Needs
- Sell Solutions

Unfortunately The Prospect Doesn't Always See Us That Way

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Salesperson as seen by the Prospect



Manipulator

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BMR

Salesperson as seen by the Prospect



Visitor

Manipulator

28

BMR

Salesperson as seen by the Prospect



Price Seller

Visitor

Manipulator

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BMR

Salesperson as seen by the Prospect



Problem Solver

Price Seller

Visitor

Manipulator

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BMR Salesperson as seen by the Prospect



- Partner/Resource
- Problem Solver
- Price Seller
- Visitor
- Manipulator

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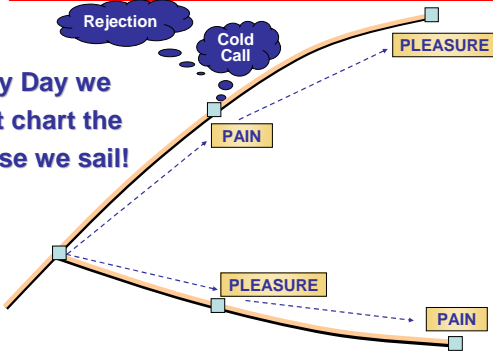


Why isn't Every Salesperson #1 – A Pinnacle Of Success?

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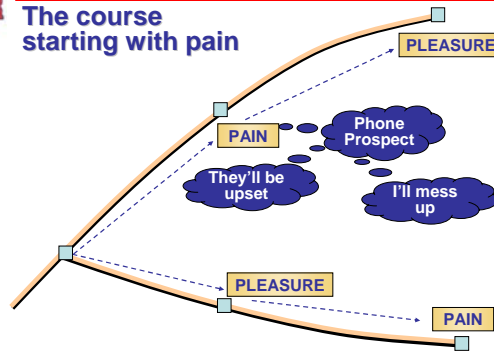
Every Day we must chart the course we sail!



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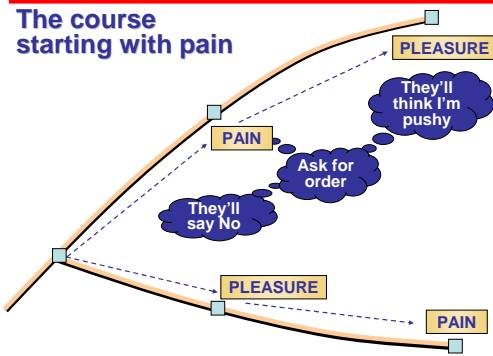
The course starting with pain



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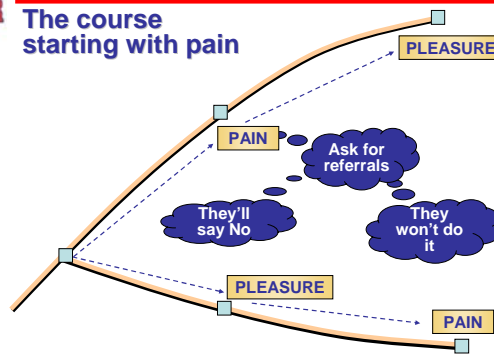
The course starting with pain



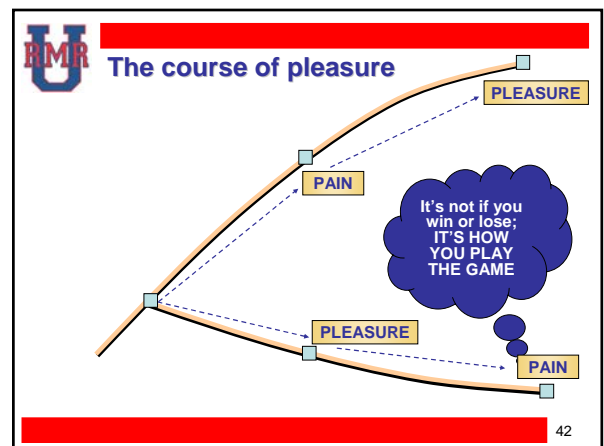
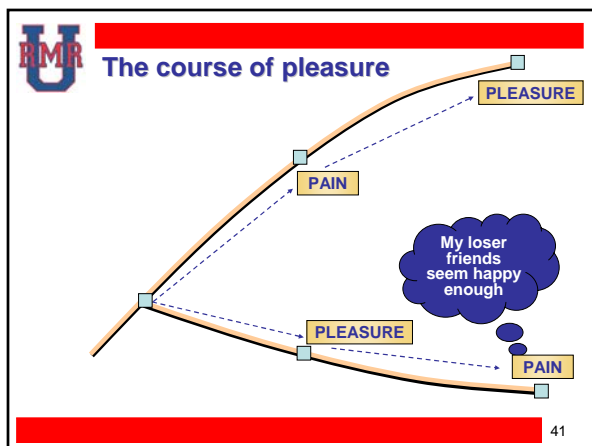
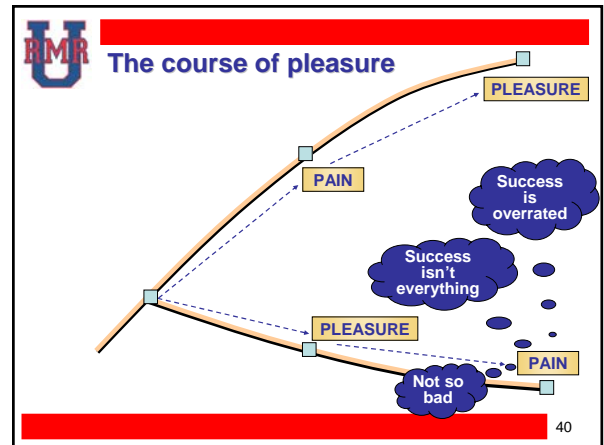
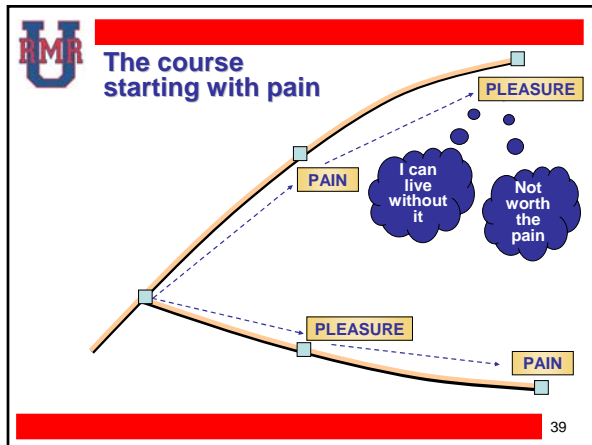
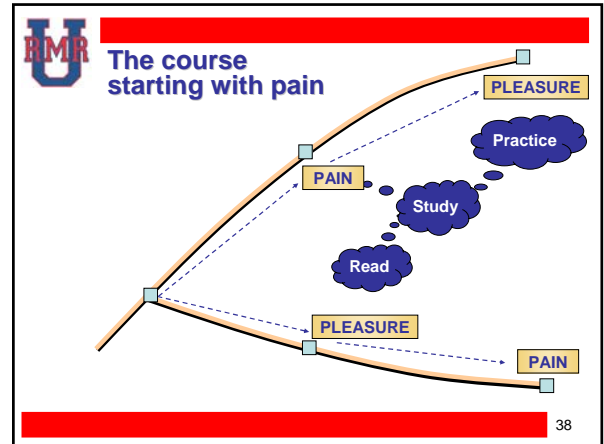
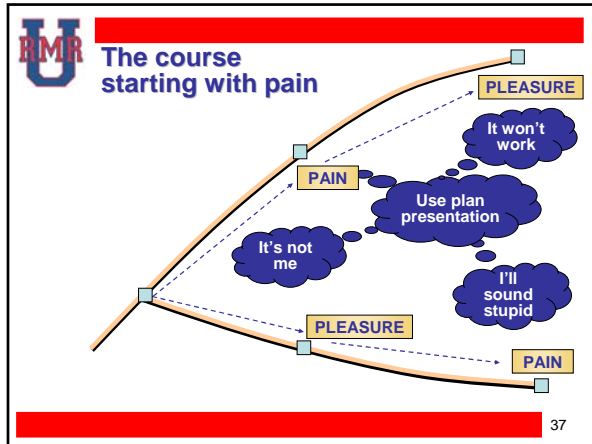
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The course starting with pain



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Winners Like Winning!

Losers Like Winning Too!

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The difference is;

Winners hate to lose!

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If a Salesperson is satisfied with mediocrity...

He or She is doomed to experience mediocrity

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U BMR **Why Do People Stay In Sales?**

 **Applause**

 **Fun!**


 **Recognition**


 **Requires They Succeed!!**

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U BMR **What Else Motivates Salespeople?**

Personal Goal Achievement

 **PORSCHE TARGA 2SE**



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What must Salespeople know to be successful?

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What must Salespeople know to be successful?

1. They must know how to identify a prospect to sell to.
2. They must know how to find that type prospect.
3. They must know what to say and how to say it.

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80% sales washout

- “80% of salespeople wash-out of a sales career because of poor contact initiation activity”.

(Dudley, Goodson & Barnet – “Earning what you are worth?”)

- They didn’t see enough people/prospects.
- Poor performers develop emotional and behavioral barriers to prospecting and client contact.

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Other Reasons for Failure

- Unable to take pride in career.
- Consider sales only a stepping stone to a “real” job.
- This behavior/belief is often reinforced in organizations that use “deflected identities”.

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Other Productivity Killers

- Poor Presentation Skills
- Poor Phone Skills
- Poor up-market selling skills
- Poor Lead Generation skills
- Poor networking skills
- Poor canvassing skills
- Poor problem solving skills

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What must management know?



How to Duplicate Successful Salespeople
Manage Activities not Results

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What is the Value of MOTIVATION?

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Factors Effecting Starting Motivation Level

- General Success / Failure Level Now
- Problems at home
- Finances
- Office Environment
- Managers / Team Leaders Attitude
- Health
- Peer Pressure

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Factors Effecting Starting Motivation Level

- Parental Influence
- Recent Sale
- Recent Rejection
- The Weather: Hot, Cold, Rain, Sun
- Well Rested, Tired, Lack of sleep
- Alcohol, Drugs

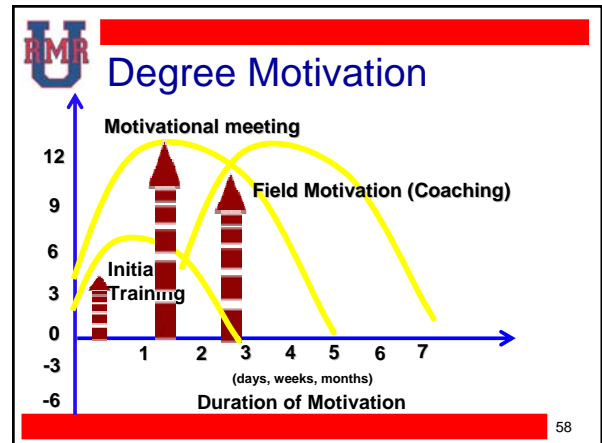
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Factors Effecting Starting Motivation Level

- Knowledge of job
- Frequency of Motivation Stimulus
- Type, Method of Stimulus
- Overall feeling of competency or lack there of

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Use Regular Contests To Produce Extraordinary Results

Monthly Sales Contest

- * Most over goal
- * Highest percentage increase
- * Just One More!
- * Make the contest fun! & Exciting!
- * Reward the behavior You are looking for

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Field Coaching!

*“Lead From the Front
Not from the Back”*

60

BMR **Value of Coaching!**

- A. Insures Compliance of Plan. EG;
- B. Provides true feedback of skill knowledge
- C. Provides opportunity to coach on skills by word and example.
- D. Provides opportunity for instant praise and reward.
- E. Provides the opportunity to instantly raise the bar/goal. EG;

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Recruiting Salespeople

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BMR **You must find people who can sell!**



How do we accomplish that goal?

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BMR **A Man Without A Plan.... Is Like a Ship Without A Rudder**



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BMR **Management By Objectives**

- 12 Month Plan
- How many units/Sales planned?
- Average expected per salesperson? (new & experienced)
- 12 month plan / avg sales per salesperson = salespeople needed (+ or -)

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BMR **1st Month Goal**

- Assume goal = need 4 new reps
- How many should I plan to hire?
- Why?

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Plan For Failure!

What should I do if this doesn't work?



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Long Term Strategic Thinking & Long Term Consequential Thinking



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Recruiting & Directing a "Winning" Sales force

- When it is time, who will design the method for recruiting?
- What types should you select from?



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Recruiting & Directing a "Winning" Sales force

- Newspaper
- Employment agency
- Job Service
- Customer referrals
- Employee referrals
- Networking
- Universities



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Interview Methods

- Single Shot Method (One on One Interview)
- Shotgun Method (Group Presentation)

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Formula for Successful Sales Organization

CP + \$ + Fun
= Career Path + Money + Fun

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BMR **Recruiting & Directing a "Winning" Sales force**

- What kind of career path do you provide?

Your future is...



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BMR **Then What?**

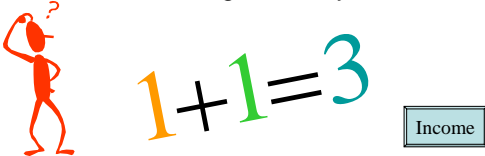
Help your salespeople plan their success.



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BMR **Goal Building Model**

- Desired Income 1st Year?
- Develop reasonable first month
- Develop reasonable first quarter
- Continue model throughout 1st year



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BMR **Plan your work.... then work your plan!**

- # Days work - Which ones?
- # Cold calls made
- Ratio calls to sales
- # Presentations daily - avg. length
- # Sales closed
- # Referrals acquired
- # Additional activities

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BMR **Plan your work.... then work your plan!**

| | |
|---------------------------------------|--------------------|
| • # Days work – | • (6) |
| – Which ones? | • Monday - Sat. |
| – Work hours? | • 10 AM - 5 PM (+) |
| • # Calls made | • 20 |
| • Ratio calls to sale | • 25/1 |
| • # Presentations daily - avg. length | • 4 |
| • # Sales closed | • 45 min. |
| • # Referrals acquired | • 1 out of 3 (33%) |
| • Additional Activities | • 5 |
| | • Letters etc. |

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BMR **Sales Meetings**

- How often?
- How structured?
- Who conducts meeting?



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BMR **Sales Meeting Agenda**


- Recognition
- Information
- Motivation



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BMR **Recognition**

- Who sold since last meeting?
- Sales Goal for next meeting
- How sale was made
- How lead was acquired



| Sales Leaders | |
|---------------|----|
| Jim | 22 |
| Mary | 20 |
| Paul | 16 |
| Claude | 14 |

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BMR **How To Hire And Manage A Top Notch Sales Force**

- Meetings - Information
 - Selling tips
 - Closing tips
 - Prospecting tips
 - Product training



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BMR **How To Hire And Manage A Top Notch Sales Force**

- Meetings - Motivation
 - Motivational Video
 - Motivational Audio
 - Contest Announcement
 - Any Rah-Rah!
 - Group pat-on-the-back!
 - Always end the meeting on an up-beat!



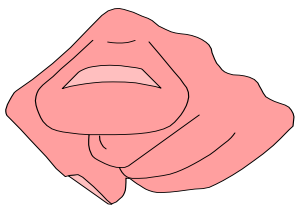
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BMR **Then What do you do with them?**



83

BMR **Don't Blame The Untrained!**



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What type of training do you offer new sales candidates?

How Long?
How Often?

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Lead Generation

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Sitting There Wishing
Makes no person great
The Lord sends the fishes
But you must dig the bait!

87

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Referrals

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Farm around the Sale!

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What Else?


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U **BMR** **15 + 15 + 15 Rule =**

- 15 Direct mail pieces daily
- 15 Phone calls daily
- 15 Handshakes daily

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U **BMR** **15 Mail Pieces**



92


U **BMR** **15 Phone Calls**



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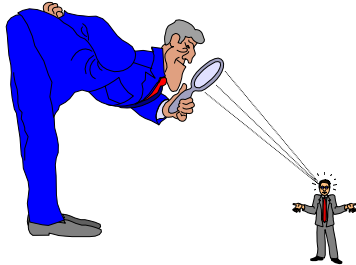
U **BMR** **15 handshakes**

- 50 doors =
- 15 handshakes
- 3 to 4 presentations
- 2 to 3 sales



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U **BMR** **Critiquing for Success**



95

U **BMR** **Critiquing Method**

- 3 Pats +
- 1 Kick +
- 1 Pat

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Termination!!!



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In Summary

Training builds Knowledge which builds higher confidence and Self Esteem

Motivation generates the energy Necessary to achieve Maximum Results from everyone

Show your people you value them and Love them, and they'll reciprocate

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In conclusion

Why is what we do so important?

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| | | |
|--------------|--|------------------|
| Thank You |  | Gracias |
| Merci | | Grazie |
| Vielen Dank | | Toda |
| Dank - U | | Spasibo |
| Xie-Xie | | Gracies |
| Arigato | | Ta |
| Terima Kasih | | Nandri |
| Thanks Mate | | Ko mab sum li da |

For Your Attention

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