



# 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<sup>es</sup>**

# 4 S's – Strategy

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

**STRATEGY**

# 4 S's - Structure

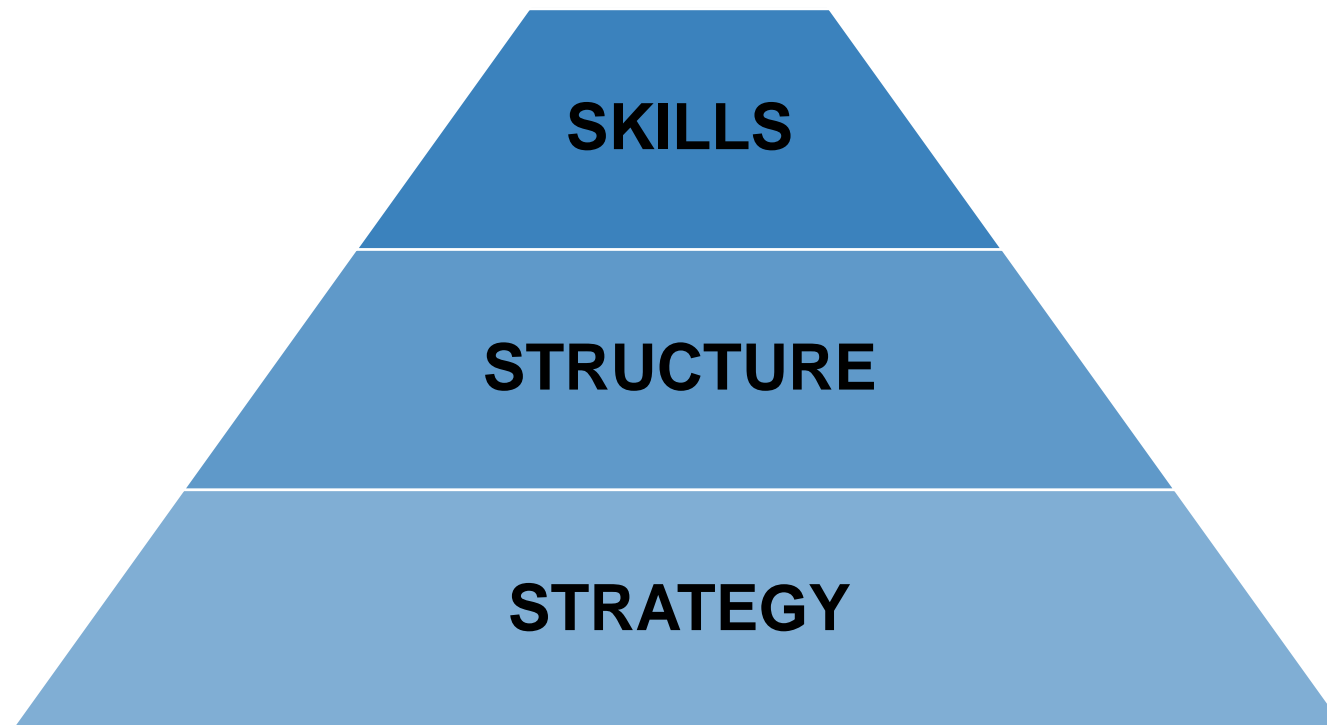
*Determine the required  
STRUCTURE need to  
execute the STRATEGY*

**STRUCTURE**

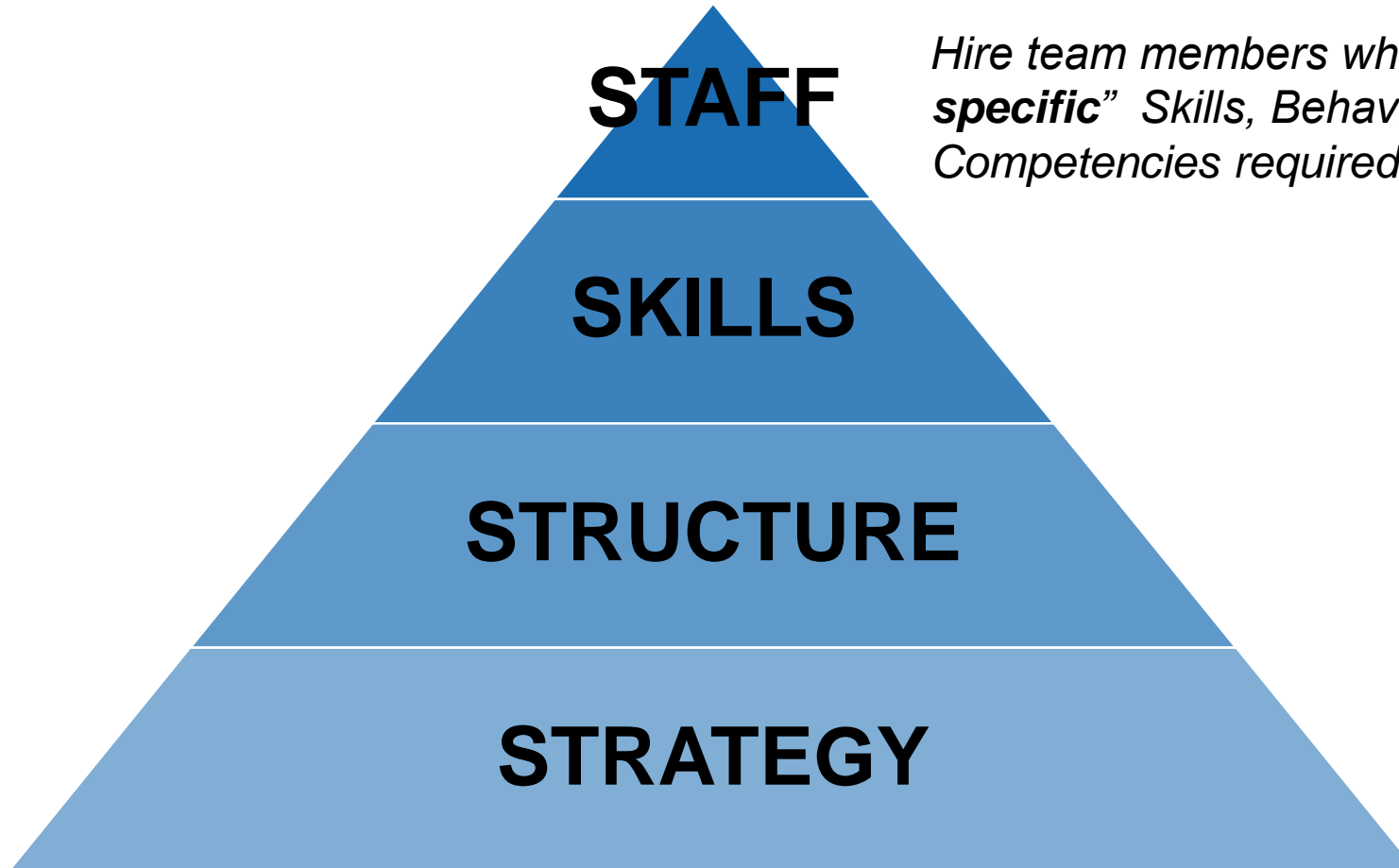
**STRATEGY**

# 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

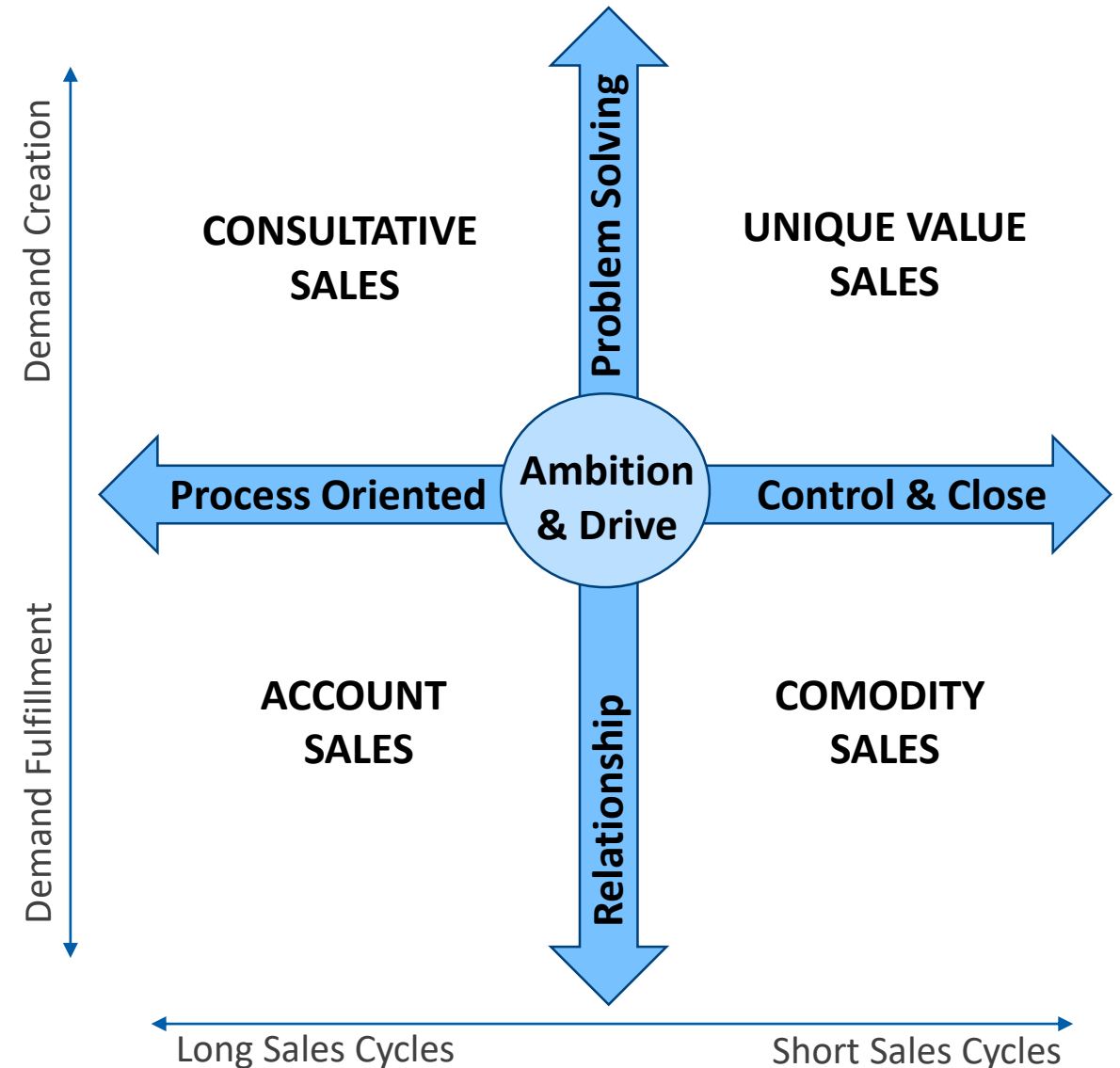


*Hire team members who possess “**role specific**” Skills, Behaviors, and Competencies required to maximize success*



# 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



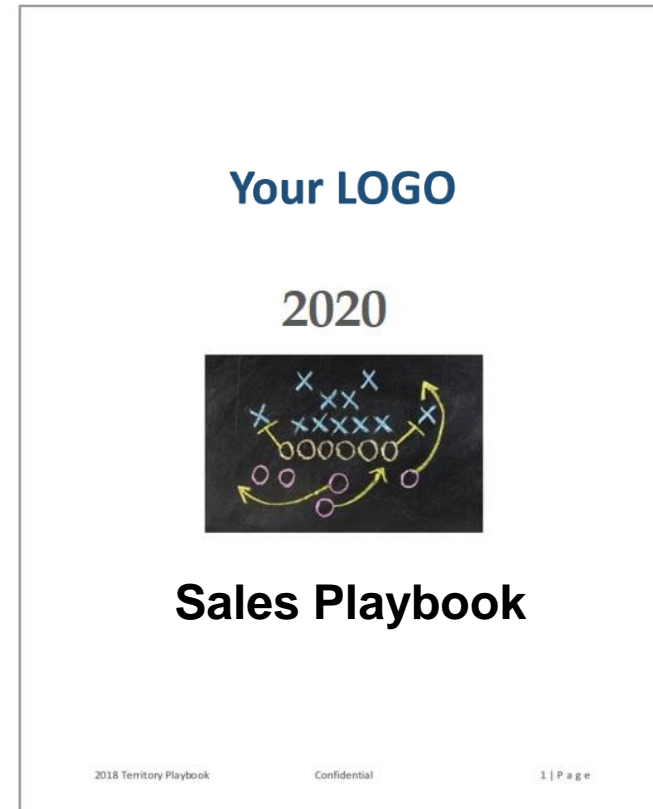
**No Mind Reading**

**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



**A GOAL  
WITHOUT  
A PLAN, IS  
JUST A WISH**

# What was the last large purchase you made?

I bought a beautiful RED couch



**BOB'S**  
DISCOUNT  
**FURNITURE**  
MYBOBS.COM

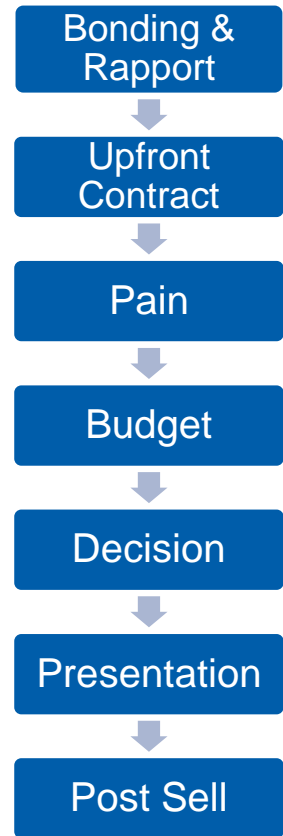
# The Buyer Seller Dance

Traditional  
Sales Person

Prospects  
System



DISAPPEAR  
REAL  
E

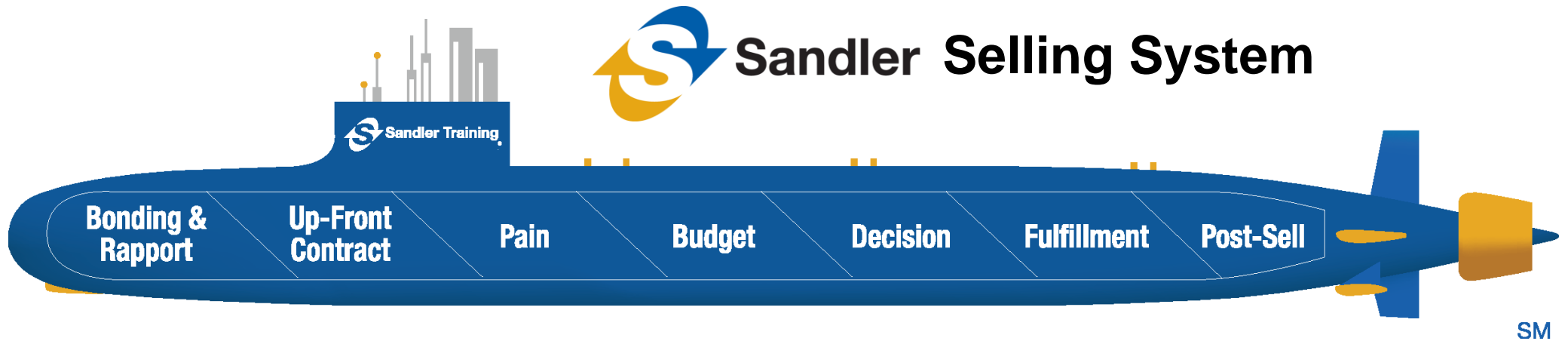


Who's Leading Who?



# 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