

Selling is primarily a personally driven, individual sport. Building a structure of fundamental tools and disciplines assures consistent actions and maximized results.

Personal Disciplines Checklist

PERSONAL DISCIPLINES CHECKLIST (rc. 1 of 2) Use this tool for port outering and emping will accomment. Mently actions for improvement. This can also serve as a manager assessment for periodic reviews. Compare results and agree on improvement actions for the period.					PERSONAL DISCIPLINES CHECKLIST (pc. 2 or 2) Use this tool for post-training and empiring will assessment. Mently actions for improvement actions for the per- er a manager assessment for periodic reviews. Compare render and agrees on improvement actions for the per-				
Pillar Module	Sales Professional Discipline	Rating 1 - 10	Personal action items (post-training)	Tool	Pillar Module	Sales Professional Discipline	Rating 1 - 10	Personal action items (post-training)	Te
Ι	Positive Attitude (BLF-CONTPOL, STREETY, PERSONAL CHARGE P, MILLING)				Ш	Evaluation of Taniertony/Accounts (an ecture, sulas, erorit, ectinities, ecanos, erorit)			3.
Ι	TECHNICAL KNOWLEDGE (PRODUCT, SERVICE, APPLICATION, MARKET, COMPETITION)				Ш	FORMUL ACCOUNT STRATEGIC PLANNING (FOR SELECTED KEY ACCOUNTS)			3.
Ι	TIME MANAGEMENT (CHENDYR, ECHEDLEE TWEEL, CN-THE)			1.2	ш	STRATEGIC THEOREMA/LOGIC (FOR ALL ACCOUNT SELLING CYCLES)			3.
Ι	TERFETORY MANAGEMENT (PROFILE, ACTUITES, FOLLE, MARGET, COPPORTE DEBUN)				ш	SERVING ACCOUNTS (FOLLOIR-UP, SERVICE, MANTENANCE, MININGEMENT, MININGACE)			t
Ι	REPORTING ACTIONS ("HIMPERICON" COMPLETION, CALL REPORTS, ACTIVITY REPORTS, CAN, FORECASTING)				ш	PRE-CALL TACTICAL PLANNING (FOR EASEY PROACTIVE CALL, PROPER TASE INVESTMENT, OFFENSE)			4.
II	Customer Focus (NLEON-P AMPRIL, INCENTIONE, NLENI THE, COPTED, INTERIMENT, ITCLETT, PLAC NLEON, HAMA PLATER				ш	STARTING EACH CALL PROPERTY (ADAPT TO CLETONIR AND STURTON, ATTINCT, MARKED, APPROPRIATE)			4. 4.
Π	(KANE, ACTVE, DECRUNED, EMPRHEITO				ш	Evaluative an Assing Quartons (NOUSETVE, ENEMAND, THEREORD) PREPARED			4.
Π	REATONING FLEXELITY (BOWLOR STYLE ADMENDED, OBSIDUTION, ADMENDED)			2.1	ш	LENERADING PRODUCT/CONFINITY BENEFITS (ON-FIET DOLL, INTRUDUCM, BELEF, BRITHER TO COLETOMER, PREMILM PROS, BRITH WIN)			4.
III	MARKETING (NETHOPPING, RESEARCH, LETING/ GROUPING, GUALPING, REFERRALS, LEAD MARKETERSON				ш	LOCKNO ACTION AND GETTING RESILTS [EMERY CHLL, SENSE OF URGENCY, TENACITY, HARMONY, ASSERTIVENESS]			4.
III	PROSPECTING New Accounts (DOD CALD, TELEWINGTING, BUTZING, CLOWING)			4.1 - 4.7	ш	DOCUMENTAL REPORTE FOR OBJECTIONE EAST TYPICAL OBJECTIONS, DEVELOP ADDRESS REPORTATION REPORT COMPLANTS, NEODTHION REPORT, FEDERAL			4.
Ш	PENETRATING EXISTING ACCOUNTS (CPC03-SELENG, FLL PPCCLCT, FLL SERVES, LESPACE FELATCHO-PS, NERCOMPRY REFERENCE, RESEL VIENCE MONTHLE REFERENCE.			4.1 · 4.7	ш	(RCLE-PLV, RECEIVENT ONTOLE, DEFINING ORLES, DRV RUNE, POST-ORL ORTIGUE)			4. 4.
III	PROTECTING EXISTING ACCOUNTS (MANAGING HEROLOGICS, POLLON-UP, ISSUES), PELOTODO-P BULDING, DEPINO INFLUENCE)			4.1 - 4.7	R	ONGOING DEVELOPMENT [INFORCEMENT, CONTRACT, TANNU, BOOK READIN, WORKSON, TRUEN, MONOCOTS, PROFONDATION TRUEN, MONOCOTS,			1.







10

PILLAR IIII - TACTICAL SELLING

The interaction with the customer is where sales are won or lost. Every call counts. Brilliant execution of tactical selling requires pre-call planning and ongoing practice.

Standardize - Std.

Sales teams and sales professionals need <u>Structure, tools and d</u>isciplines!

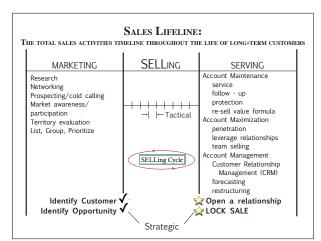
"If you tell your people to do the right things and your system tells them otherwise... ...the system will win every time."



" Outmaneuver the enemy before the first battle and then fight to win."

- Sun Tzu

11



"Victory comes from correctly using both large and small forces. Victory comes from finding opportunities in problems. Victory comes from everyone sharing the same goals."

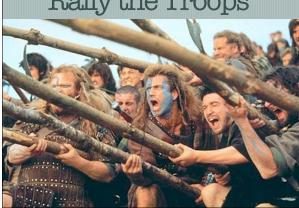
- Sun Tzu

Rally the Troops

15

13

14



16

"Everything rises and falls on leadership." -John C. Maxwell

"Management is doing those things necessary to deny those who work for you the unpleasant opportunity of failing."

-Ferdinand Fornies

Attributes of Compelling Leaders

- Explain WHY as well as what and how.
- SELL versus Tell!
- Lead by example. Deserve respect.
- Provide clear goals and objectives.
- Compel others to desired actions. Get team results.
- Engage and utilize the talents of others. Share success.
- Inspire, challenge and motivate others.



Dealership/Territory Variations

- Market
- Corporate Structure
- Sales Department Organization
- Individual Job Descriptions

First consider...

- Market situations
- Competitive activity
- Corporate initiatives, goals
- Constraints, limitations, budget
- Timing
- People involved

20

18

Tough Questions to ask...

- What is the customer's TOTAL set of experiences?
- How do they view your company?
- What is being done now? Who is doing it?
- How much time is invested? How much should be invested?
- What is working? What is not working? Why??
- How committed is top management to change?
- How entrenched is your current structure and culture?

Coverage Focus Areas

- Marketing
- Division overlap

• Proposals/Quotes

• Territory assignments

- Market ShareProspecting
- Penetration
- Service and Support
- Follow-up
- Current Data baseCRM

• Presentations

23

22

CRM and Reporting

- Need for CRM
- Potential CRM problems
- Reporting advantages and concerns
- Impact on forecasting and coverage decisions

Actuation by Salesperson

- Retrain the customer. Redirect expectations.
- Train the customer in service or systems to allow self-service.
- Delegate duties to appropriate departments or team members.
- Introduce and connect other team contacts to the customer.

24

Restructuring ideas

- Re-assign duties. (Delegate, group, align focus.)
- Change territory lines. (Balance, shrink, or expand.)
- Re-align authority. Revise direct reports.
- Revise incentives; compensation.
- Adjust staff size.
- Creative mixture of above.

DO what must be done!

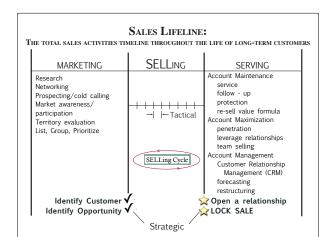
26

- Study the Sales Lifeline
- Incorporate the Personal Disciplines Checklist. Time management assessment may throw up some flags too!
- Train and equip with tools and skills for comprehensive sales activities.
- Meet with salespeople and as a management team. Where coverage is weak - agree on action to improve it!

27

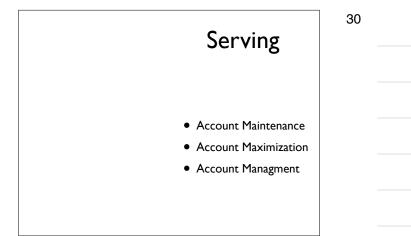
- Review periodically
- Our profession is complex and multi-disciplined.
- It is easy to lose perspective.
- Market and economy changes will effect our activities. Adjustments are ongoing.
- Be involved in and committed to your overall corporate strategies. Meet in the "war room" regularly.
- Incorporate the tools and disciplines of the Four Pillars to build a sturdy sales structure.







31

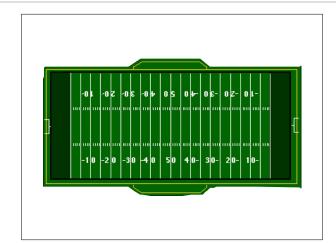


Marketing

- Research
- Networking
- Prospecting/Cold Calling
- Market Awareness/Participation
- Territory Evaluation
- List, Group, and Prioritize Accounts









Target Account Strategic Planning Tool

Research and Evaluation of selected Account

Basic Information: Minimal account information to identify name, location, and account type. Include management approval of selection.

Account Overview: Highlight bullet points, brief notes and comments to provide a snapshot of the big picture and situation (problems, objections, opportunities, relationship status, reputation, preferences, loyalties, competitive position, etc.)

<u>Customer Team Profile.</u> List and expound on all the possible contacts, decision-makers, influencers and other customer contacts who may impact winning this business.

Selling Team Profile. List all possible team members in your company that could work together with your coordination in this account. Consider sales, operations and management.

36

33

34

Target Account Strategic Planning Tool

Research and Evaluation of selected Account (cont.)

<u>Competition</u>. List the competitor(s) in this account and note their relationships, strategies, level of activity, strengths, weaknesses etc.

Account Sales Summary. If this is an existing account you may want to include historical and current sales totals of products/services. To avoid redundant data you may simply refer to internal data bases or documents.

Account Goals. List sales, margin and/or performance goals for near and long term.

<u>'What if' Analysis.</u> Use this to think out of the box!

Target Account Strategic Planning Tool

38

39

40

Plan Development, Monitoring and Accountability

Strategies and Tactics. Brainstorm ideas and possible calls or steps that will help move this account forward and gain the business. Refer to the above Research and Evaluation tabs to strategize and generate creative ideas and tactics. Write them and then prioritize them. Meet regularly with your team and peers to share and brainstorm new approaches and ideas.

Sales Call Objectives. Turn the above strategies into actions to create and manage your step-by-step plan.

Target Account Strategic Planning Tool

- Consider who, what type, and current status. (Must Protect, Must Penetrate, Must Prospect)
- Involve sales management in the selection and progress
- 3-5 accounts are suggested
- Be tenacious and patient

Tactical Selling - Pre-call Planning



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SALES TOOLS

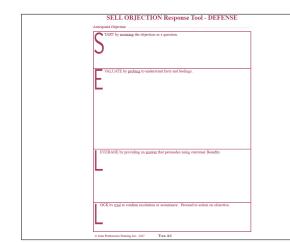
Strategic TACTICAL SELLING-Plan for each sales call

SELL Defense Overcoming Objections



"The most important thing a coach needs is knowledge that his team can or can't play under pressure." Vince Lombardi 44





45

"War is very complicated and confusing. Battle is chaotic. Nevertheless, you must not allow chaos.

War is very sloppy and messy. Positions turn around. Nevertheless, you must never be defeated.

Chaos gives birth to control. Fear gives birth to courage.Weakness gives birth to strength. You must control chaos.

> This depends on your planning" Sun Tsu

The Winning Coach

47

"I know what it takes to win. If I can sell them on what it takes to win, then we are not going to lose too many football games."

Bryant

- Coach Bear

Coaching and Follow-up

"All really successful coaches have a system." - Jim Valvano

"Systems win! Believe in your system, and then sell it to your players."

Sales Coaching With The Four Pillars System: C larify expectations O pen regular dialog A dd training and tools C heck progress often H onor and reward results





How to Structure a Winning Sales Team

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