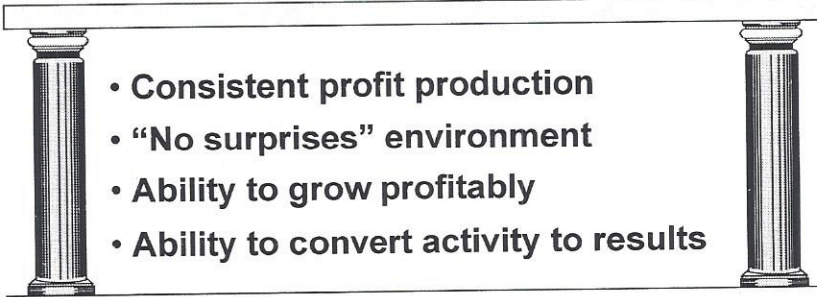


## Sales Mistakes CEO's Make And How To Avoid Them



### Secrets Of Building A World Class Sales Force

## World Class Sales Forces

- 
- Consistent profit production
  - "No surprises" environment
  - Ability to grow profitably
  - Ability to convert activity to results

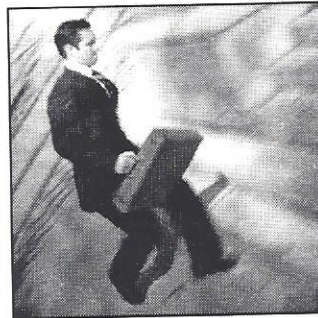
*Extraordinary production from ordinary people.*

## ***Our Beliefs***

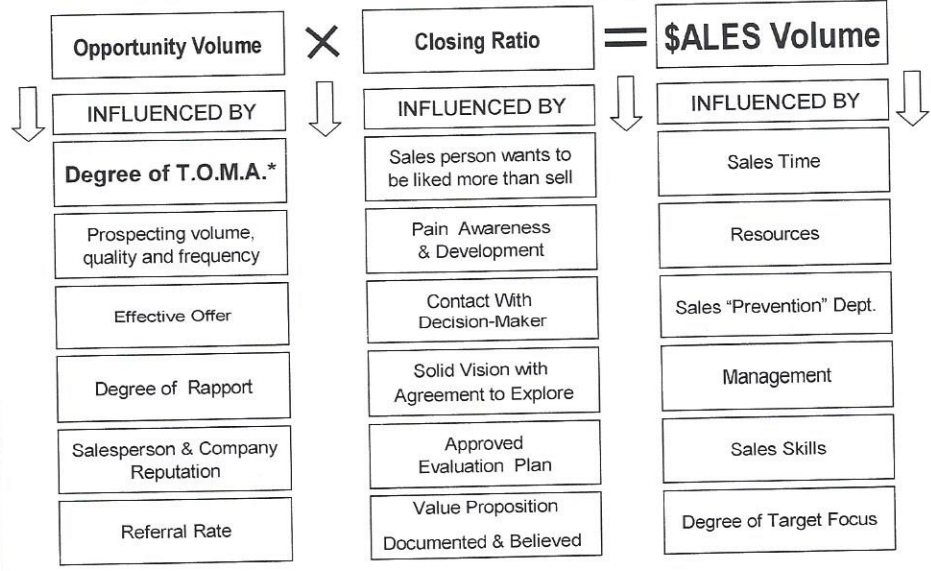
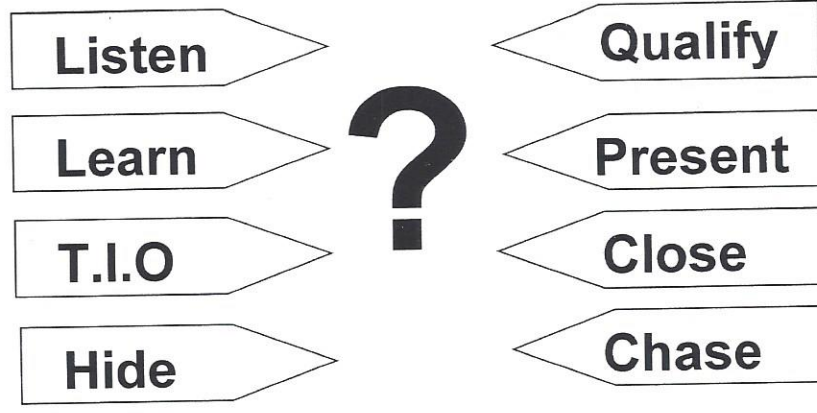
- Selling Is Neither An Art Nor A Science ...
- It Is A Discipline
- Selling Is A Corporate Activity
- Sales Activities Can Be Measured
- Improvement Is A Perpetual Process Not An Event
- Technology Cannot Create A Sustainable Advantage
- Prospecting Is A Waste Of Time

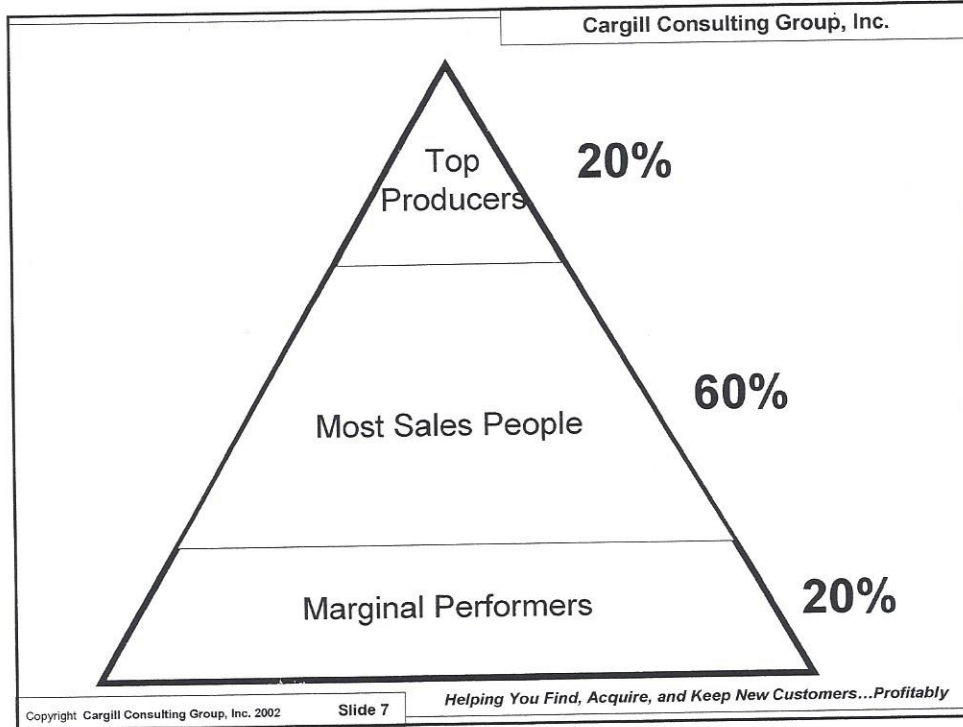
## **The Original School of Sales Management Established 1873**

- Average team competes for less than 10% of all available opportunities
- Accounts for results, not activities that achieve them
- Limits selling time! Less than 14% each day pursuing new revenue



# The Buyer/Seller Dance





Cargill Consulting Group, Inc.

## What Does The Top 20% Do?

- More Sales Calls?
- More Dollars in Funnel?
- More Effective Calls/Follow Up?
- Better Prospecting/Qualifying?
- More/Better Relationships?
- Manage More Deals?

Copyright Cargill Consulting Group, Inc. 2002 Slide 8 *Helping You Find, Acquire, and Keep New Customers...Profitably*

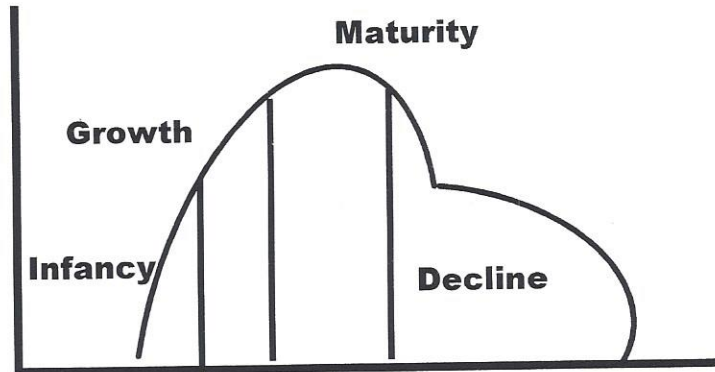


## Sales/Buyer Style Matrix

	S. R.	Cons	Comm	Rel
S.R.	70-84%			17%
Cons		70-84%		
Comm			70-84%	
Rel	17%			70-84%

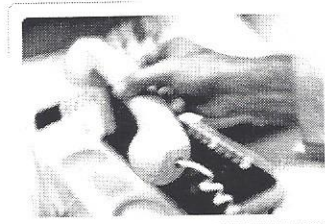
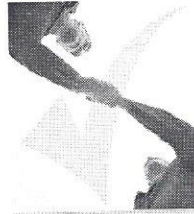
## Positioning Raises the Bar

	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>
Customer's Impression of Seller	Product Expert	Potential Resource	Business Consultant
Customer's Impression of the Event	Interruption	Sales Presentation	Business Meeting
Customer's Conclusion	Due Diligence Completed	Creative Ideas Explored	Compelling Value
Outcome	Sent Down	Considered	Access



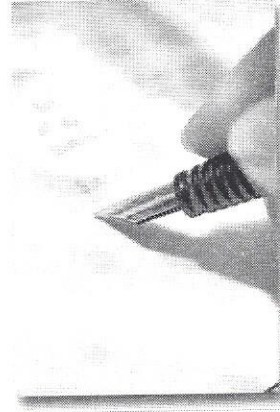
## Two Types of Selling

- Demand Creation
- Demand Fulfillment

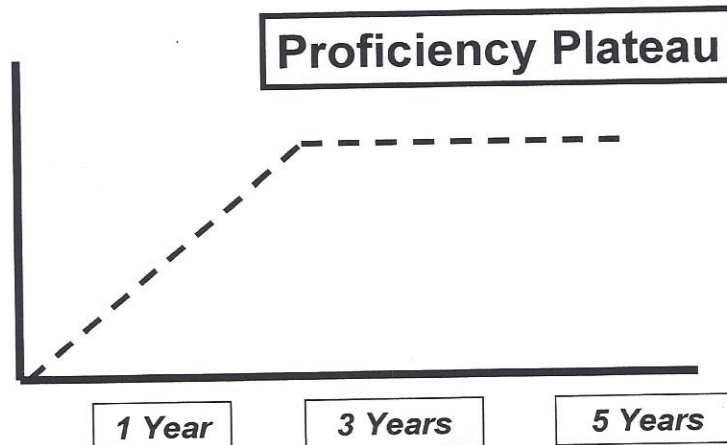


## Product / Industry Lifecycle

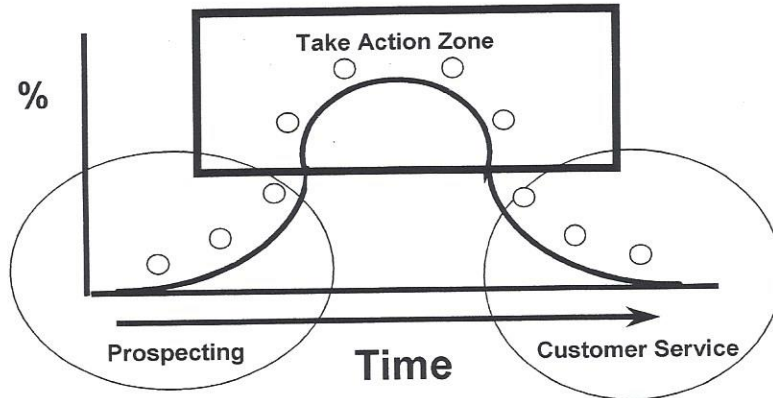
- Demand creation
  - Infancy
  - Growth
- Demand Fulfillment
  - Mature
  - Decline



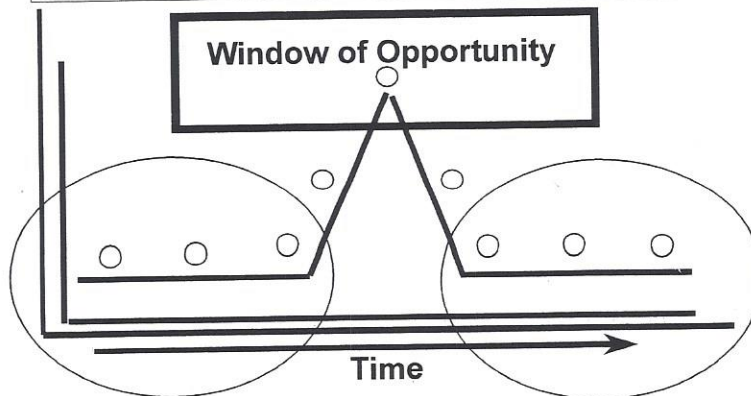
## Why Traditional Approaches Fail



# How Companies Buy I

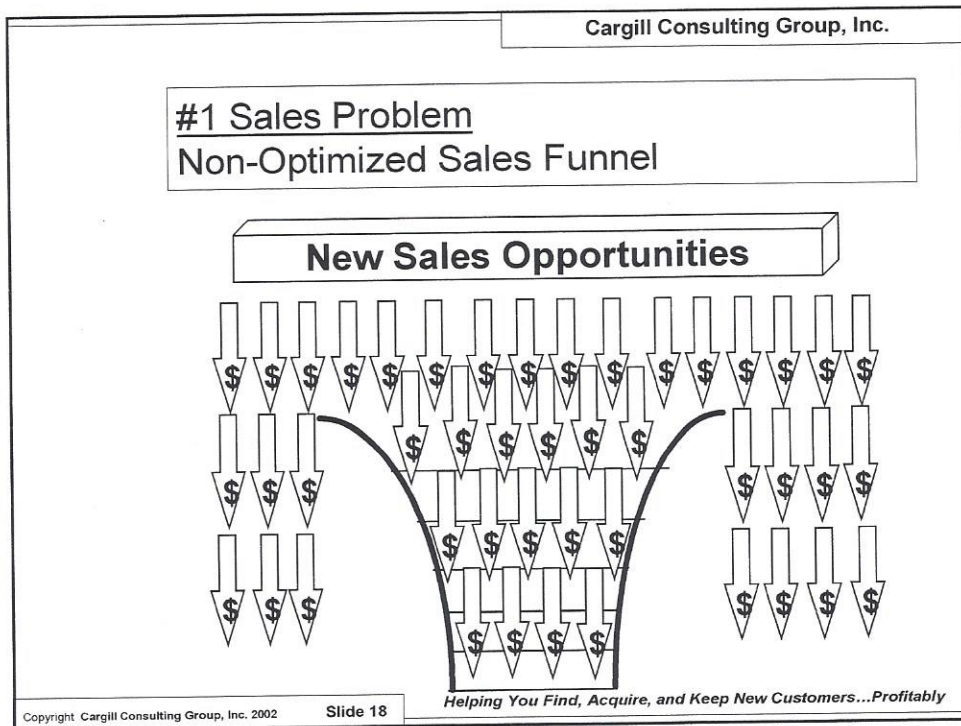
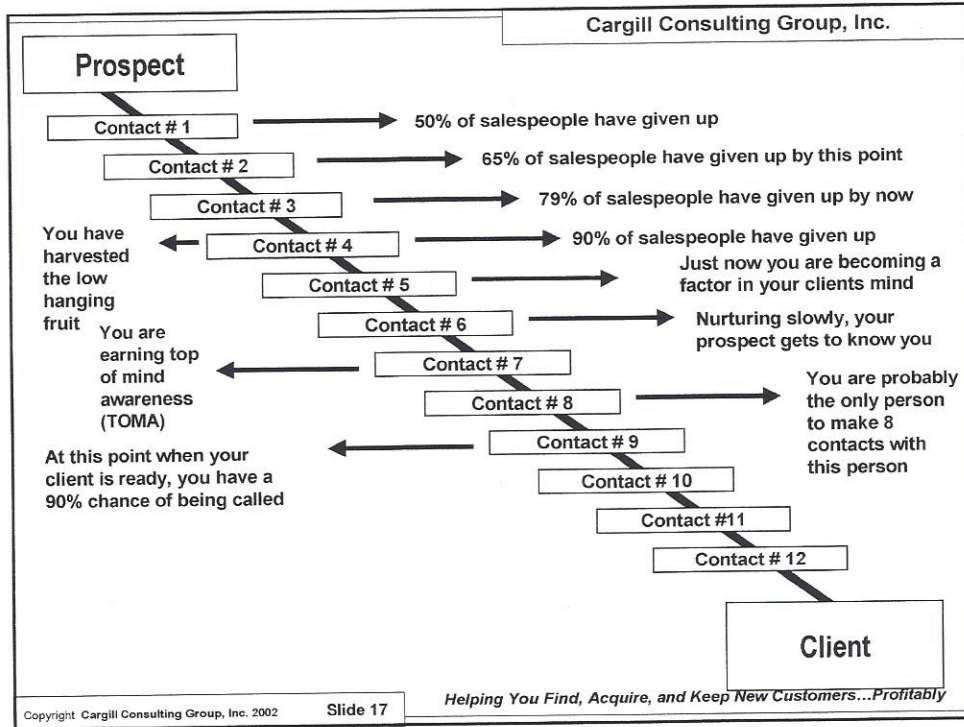


# How Companies Buy II

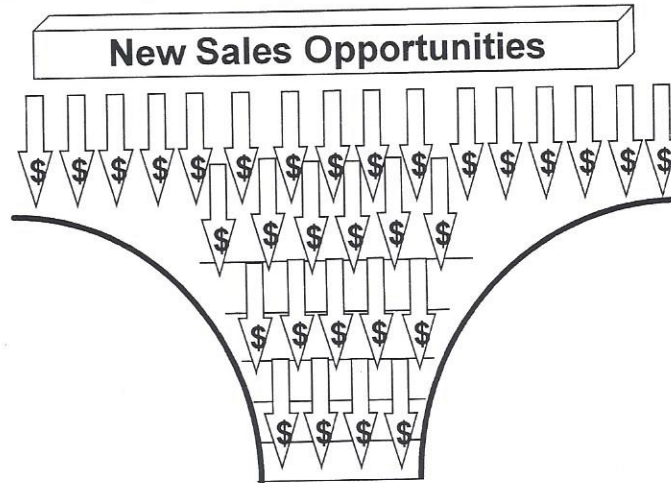


**Good Potential If You Have A Relationship ...  
Otherwise, Forget It.**





## Overcoming #1 Sales Problem Optimized Sales Funnel

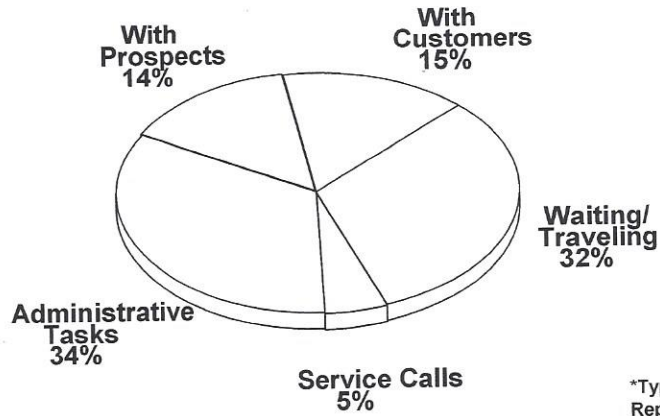


## Traditional View of Sales

**Average Team  
Competes  
For Less Than  
10% of All  
Available  
Opportunities**



## How the Average Salesperson Spends Their Time



## Alarming Facts!

- The #1 reason for failure is not being involved with prospects when they want to buy!
- 80% of sales close AFTER the 5th attempt
- 48% of all reps quit after one attempt
- 87% of all leads are NEVER pursued
- 45-63% of all leads eventually buy
- Each sale requires 6.7 "touches" per year



## Salespeople Say They...

- 82% Have a documented goal
- 23% Feel their goals are unfair
- 50% Feel they can't reach their goal
- 85% Have no documented plan

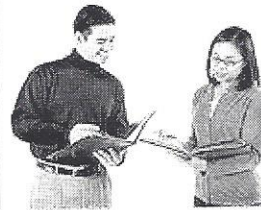


### ***73% Have no plan for Top 5 Accounts***

\*Performax Sales & Marketing Group report published in June '97 S&MM

## Five Improvement Strategies

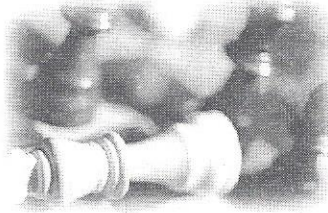
1. Increase Sales Time & Activity
2. Reduce Time Per Transaction
3. Increase Revenue Per Transaction
4. Increase Number of Salespeople
5. Improve Consideration Rate





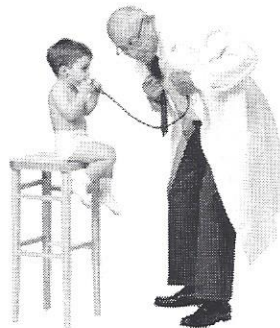
## Diagnosing Prevents

- Ready
- Fire!
- Aim!



## What to Check?

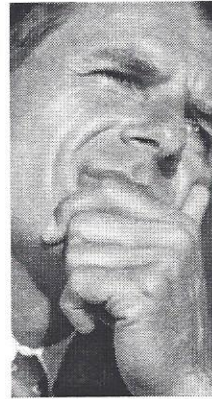
- Your frustrations
- Your customers
- Sales cycle
- Sales representatives
- Leakage
- Territories
- Competition
- Compensation
- Time & task





## Benchmark the Process

- Funnel / Pipeline Analysis
- Leakage?
- Activities
- Time
- Conversion Ratios
- Win / Loss / Postpone Analysis
- Shortfall Calculations



## Process Documentation



=

**No Standards to Measure Against**