Is Your Team Winning?
Build a Sales Team that Delivers!

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Build a Sales Team that Delivers!

1. Reality of Your Situation

2. Assess Sales Function

→**People**
→Process
→Tools
→Management
→Results
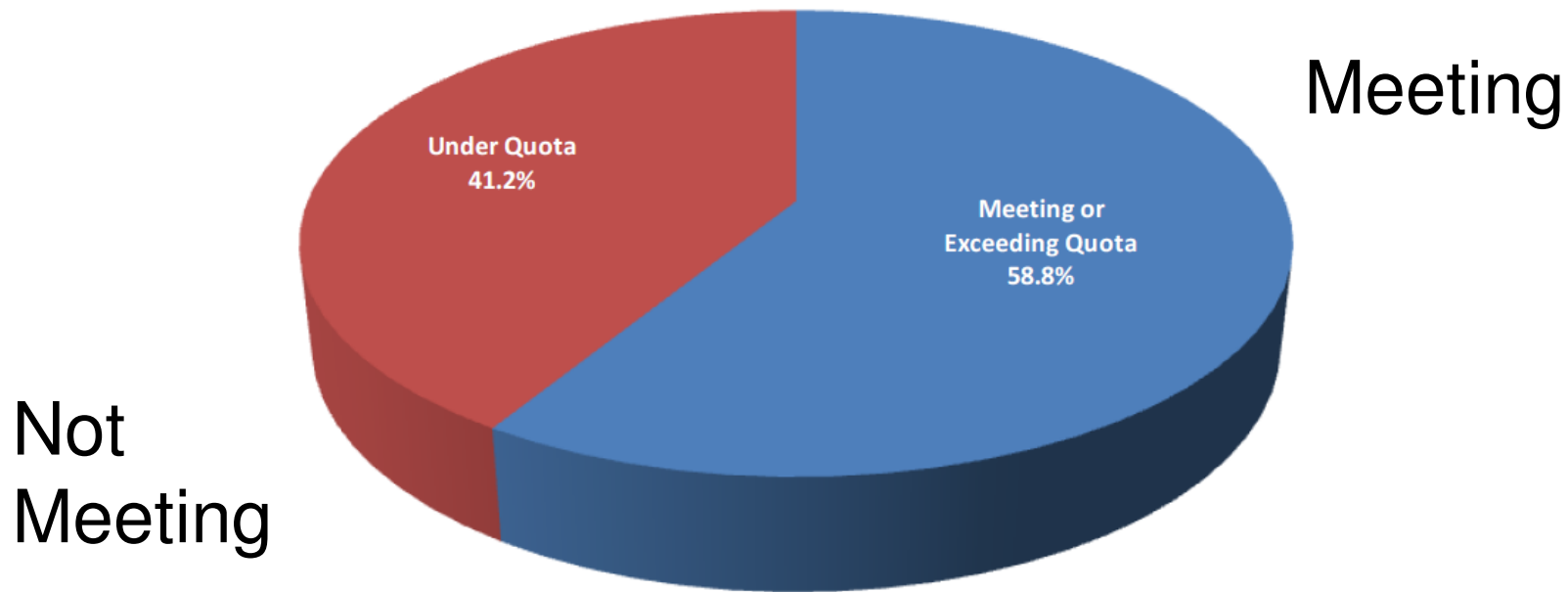
3. Right Pieces in Place

Reality Check

Percentage of Reps Making Quota

Meeting

Under Quota
41.2%

**Meeting or
Exceeding Quota
58.8%**

Not
Meeting

CSO Insights - Sales Performance Optimization – 2009 Survey Results and Analysis

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Higher Sales Performance

Reality Check

Suitability for Job
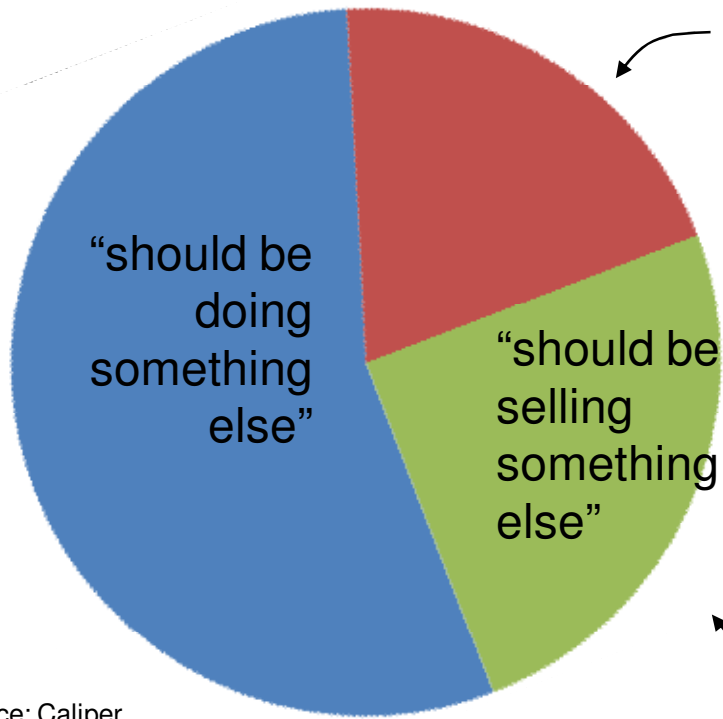
25-20% of sales people are selling something they are suited to sell

75-80% of sales people are selling something they are not suited to sell

"should be doing something else"

"should be selling something else"

Source: Caliper

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Sales Team Trends in 2009
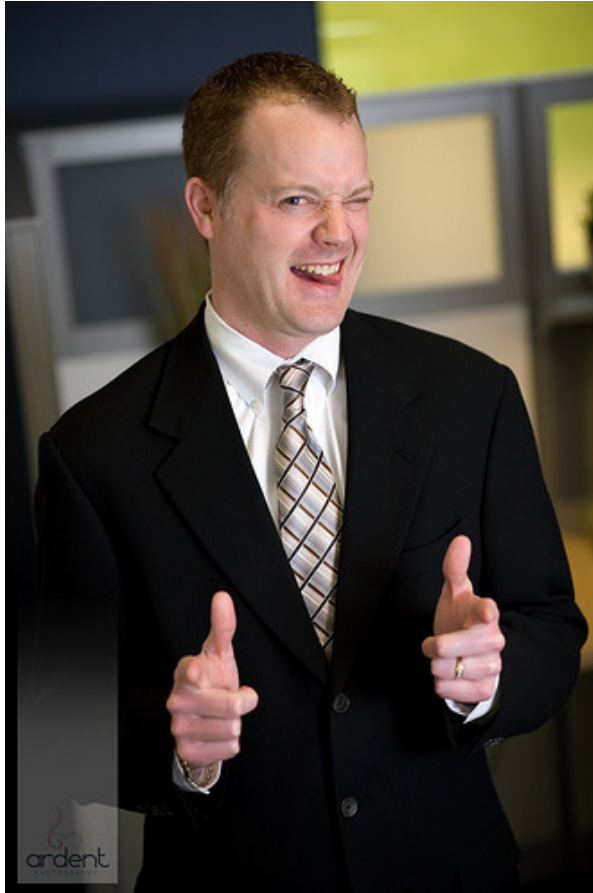
...hasn't worked in years

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Sales Team Trends in 2009

...not working either.

#1. Look at Your Reality

Success Scorecard for 2009

	Pass / Fail
Revenue	
Dashboard Metrics	
Activity Levels	
No "Excuse-itis	
Winning on Value	
Sales Growth	
Smiles	

Higher Sales Performance

#1. Look at Your Reality

Key Sales Hiring Metrics

1. Sales Hiring Success Rate

2. Bounce Rate

3. Ramp up/time to ROI

#1. Look at Your Reality

Why Tolerate Such High Failure Rates?

#2. Assess Your Sales Function

1. Define Your Unique Selling Environment
2. Profile Each Role
3. Assess Who Stays / Must Go

Define Unique Selling Environment

OFFERING
product
service
custom
etc.

+

PATH TO MARKET
direct
channel
OEM

+

SALES APPROACH
solution
relationship
transactional

+

SALES CYCLE
complexity
Length

+

DEAL SIZE

+ **TERRITORY**
vertical
geography
etc.

+

SALES RESPONSIBILITY
hunter (develop territory)
account manager
sales management

+

MARKET STAGE

+

COMPANY STAGE

=

UNIQUE SALES ROLE

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What is the right profile for each role
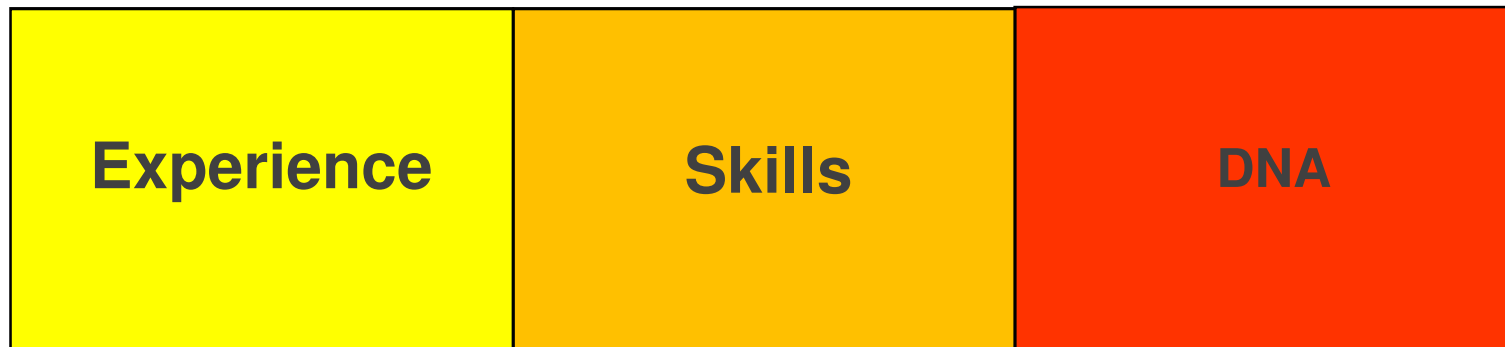
Experience	Skills	DNA

Benchmark Your Best

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Who Stays / Must Go depends on ***Numbers***, ***Fit***, and ***Performance Expectations***

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#3 Put the Right Pieces in Place

1. **Hunt for the right people**
2. **Assess based on proof, not gut**
3. **Don't settle**
4. **Be clear on roles and goals**
5. **Thorough "On-boarding"**
6. **Maintain a culture of success and accountability**

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Hunt for the Right People

**The Best Reps are
Busy Selling not Job
Hunting**

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Assess Based on Proof

What Would you Do?

vs.

What Have you Done?

Avoid Hiring Traps

Experience	Skills	DNA
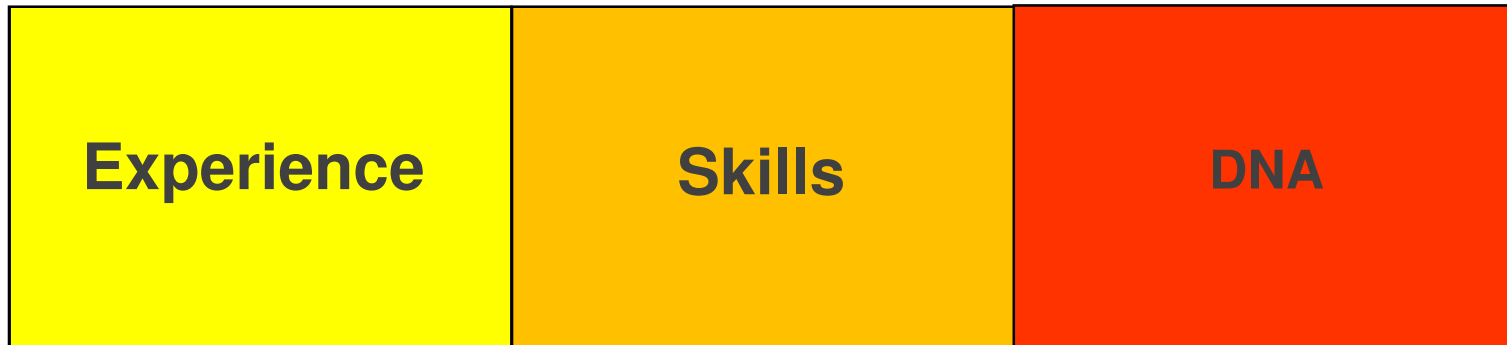
Most companies over-emphasize here

Assess all for Payoff

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Don't Settle

Consider the Costs of a *Mis-hire*

Hiring	Severance
Base Compensation	Wasted leads and/or lost customers
Commissions	Lost margins
Benefits	Additional management time
Travel and Expenses	Loss of goodwill and damage to
Training	Loss of morale and impact on culture
Overhead	

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Be Clear on Expectations

Role

Quota

Activity Levels

Conduct / Professionalism

Contribution to Team

"On-Boarding" is Critical

"If your new employees experience any of the following emotions when they join your company, you've got trouble.
   * Confused
   * Frustrated
   * Overwhelmed
   * Bored
   * Annoyed
   * Anxious
   * Insecure
   * Disappointed
   * Regretful"

David Lee, Human Nature at Work

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"On-Boarding" is Critical

SETUP & ADMINISTRATION	**TRAINING & DEVELOPMENT**
COACHING & TRIALS	**MEASUREMENT & FEEDBACK**

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Maintain a Culture of Accountability

Even

Great Reps
Need Leadership

in order to

Perform

Leadership

Integration

Measurement

Action

Program for _Building_ Winning Teams

1. **Know your unique sales environment**
2. **Profile and benchmark the right people**
3. **Hunt for the right people**
4. **Assess based on proof, not gut**
5. **Don't settle**
6. **Be clear on roles and goals**
7. **Thorough "On-boarding"**
8. **Maintain a culture of success and accountability**

→**People**
→Process
→Tools
→Management
→Results

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Thank you!

To learn more about Peak Sales and how to achieve higher sales performance visit:

Sales Management Best Practices
www.PeakSales.com/blog

Sales Hiring Best Practices
www.PeakSalesRecruiting.com/blog

To Your Success!

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