

SalesTrainingwerks.com

# 3 Surefire Ways to Increase Sales 3x in 3 Weeks



Get Your Reps Crushing It!

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Grab a month of 5, 15 and 30 minute sales meetings for your reps to crush their numbers. Only \$9!

# Introduction

Watch everyone's check grow as 9 out of 10 of your sales reps achieve or exceed sales quotas - guaranteed!

Let's face it, margins are shrinking, the competition is chomping at your heels ready to overtake and devour you at the slightest opportunity and on top of that some of your reps aren't breaking into those key accounts, they're also struggling with long close cycles, and lack quality prospects in their pipeline.

Bottom line - everyone on your team isn't cutting it or meeting their monthly sales numbers.

And you're worried. You're possibly losing some sleep and on top of that you're trying to keep the boss at bay from pressuring you on meeting those numbers.

The good news is, what you're reading right now is designed to ensure you're a Rock Star Sales Manager with a Rock Star Sales Team.

Top producing sales managers who use these 3 Surefire Ways to Increase Sales see a 3x Increase in only 3 weeks!

Good luck to you as you turn everything around and build your team of top producers - who crush it day-in and day-out.

# #1 Surefire Way - Ride, Ride and Ride Some More

## Ride, Ride, and Ride Some More

I can hear the groans already and please don't stop reading. Hear me out.

Yes you are busy. Yes you have more things on your to do list than can possibly be accomplished in a day - meetings, reports, fires to put out, strategic planning.

As important as that all is – your ultimate job is to meet the sales quota consistently – and you have to do that through other people. Whether you have a team of 2, 52 or 152 - they are the guarantee - for you to keep your job.

So put the groaning aside and let's look at the upsides and downsides of field rides or call monitoring.

### Proof

When I was a Sales Manager and VP of Sales with Harte-Hanks Communications, my MBO was set that 80% of my bonus was based on the number of field rides and 20% on reaching sales targets. You bet I was in the field riding as many days as possible.

When I was put on a special project, my MBO for field rides was adjusted accordingly. When we analyzed sales in relation to the field ride MBO's,

my sales team outperformed on the quarters with more field rides. Their close ratios were higher and on top of that, they closed with fewer visits with the customer.

No, I didn't sell for my reps and I wasn't a glorified babysitter. I was able to observe how each rep sold and coached on the spot. As time went on the reps were taking fewer short cuts and building quality best practice sales habits and confidence. Plus, we were able to strategize regularly on a variety of accounts, their goals, and their future.

**The outcomes: more sales, better prepared days, more value selling, less discounting, and improved close ratios.**

*If you're still wondering about all those fires you're putting out all day long and how people could possibly be able to live without you in the office, well, all those fires you are putting out all day long – go away! Your team steps up to the plate – because your field coaching empowers them to take care of their own fires.*

## How's to Ride Along

You may be wondering who do your ride with?

Begin saying it's a clean slate and everyone is coachable.

1. Identify your A, B, C and D players.
2. Begin with your B, C and D players. While on your Ride Alongs, pay extra attention to determine if your D players are coachable and if not, consider some career redirection.
3. Include your A players– they are your go-to reps to sell more. 'A' players already want to learn and get better. Investing time shows you value them and people stay at companies where they feel valued. Plus you'll learn a thing or two!

## Extra Tips

1. Decide before visiting the client how you will be introduced.
2. Agree how and when you will speak. Remember, you aren't there to sell for your rep. You are another set of eyes and ears for coaching purposes and to assist if the conversation gets off track.
3. Know the rep's objective and game plan for the conversation in advance. This keeps you from taking over and wondering what the heck the sales person is doing.
4. For the debrief afterwards – please resist giving your feedback first. Ask the rep what they think went well and the areas for improvement. After they comment, then add your thoughts. Beware – the rep might say, "I want to hear what you have to say first." Do not get caught in that trap. Insist they speak first.
5. You may observe more than one area for improvement. Hold off bombarding the rep with everything you think they should do differently. You'll get no where and the rep will be overwhelmed. People can easily work on one change at a time. Select the one skill that will gain the biggest outcome for improved sales conversations.

**Now, get your calendar open and schedule your first Ride Along for your team to advance more sales and close more deals.**

# #2 Surefire Way - Talk to Me, One-On-One Coaching

## Talk to Me, One-On-One Coaching

Oh I hear the groans again! First she wants me to get out of the office and field ride. Now she wants me to take time in the office, on the phone or Skype® and have one-on-one coaching sessions.

### **So do you or don't you want to meet sales quotas consistently?**

These two tips alone will guarantee you of that. It may be quite different than what you are currently doing. But as Dr. Phil says, "How's that working for you?"

If you've been reading to here, you want to meet quotas consistently or exceed them - and you're looking for the best practices to do that.

These first two surefire ways turn teams from average to excellent. You may need to step out of your comfort zone. Personally I know it's worth it.

Don't be fooled - one-on-one coaching sessions are different from Ride Alongs. One-on-ones go beyond discussing the next customer visit. One-on-ones review personal and business goals, strengths, what's in the way of success, activity, accountability and more. It's your opportunity to share your vision and how they fit in. Yes, you'll strategize and coach on specific accounts too, only that's not the bulk of the conversation.

## Proof

Tim began implementing one-on-one coaching sessions and surprised himself. He discovered all he had been asking was the "What did you sell for me today?" question each time he previously arranged meetings with his reps.

He flipped the conversation and asked about the rep's personal and business goals. At the end of the coaching session one rep said, "No one has ever asked me that. Thank you. I appreciate it and I'm inspired to do more for you and the company."

Paul set up 'Strategy Meetings' with his reps. After his first 'Strategy Meeting' one rep said, "I hope we can have more of these." and another rep asked, "When can we do this again?"

Top performers want your attention and value the time their sales manager invests in them.

## How's for One-on-Ones

1. Invite a sales rep to a meeting with you. Consider a breakfast or lunch for the first one.
2. Prepare for the conversation the same as you require your reps to prepare for a sales conversation.
  - What's the objective... what's going on in relation to their goals, what's working, what's not, what barriers do they foresee and collaborate on how to remove them.
  - Ask what motivates them? What does working help them accomplish outside of work?
  - When they express a challenge or barrier - DON'T solve it for them. Collaborate and first ask, "What do you suggest?" "What do you recommend?"
  - And lastly – clearly recap the meeting, commitment for next steps and calendar the next one-on-one.



## Extra Tips

1. Beware of taking on the monkey's. Meaning – don't allow your reps to hand you the problem to fix. You have enough day jobs. Collaborate on a solution together with the rep taking the responsibility. When the solution is their idea, they own it and are more likely to do everything they can to make it work.

2. Follow the same steps for the 'In The Moment Coaching' opportunities. The ones where they stop you in the hall or call during the day. Instead of being quick to give an answer or solve the problem try one of these two ideas:

a. Pause and ask for 15 minutes. During those 15 minutes prepare the questions you are going to ask instead of offering a solution. Also ask the rep to bring at least one solution to the issue when you circle back in 15 minutes.

b. Practice throwing it back. Ask: "What do you want to do?" "What do you think the options are?"

3. Keep it conversational. Some managers worry about the meeting sounding stilted or formal. It's a conversation.

**Now, get your calendar open and schedule your first one-on-one so you can avoid flight risks and retain the top performers that you need and want on your team.**

# # 3 Surefire Way - Bite Sized Meetings

## Bite Sized Sales Training Meetings

If I've heard it once I've heard it a 100 times from sales managers – if I could only clone so and so or if I only had 10 more just like so and so I'd be busting my sales target.

If there was ever a time when you needed to clone the behavior of your top salespeople, it's now.

Your best reps account for the bulk of your business. Studies show that the top 20% of a sales organization generates upward of 60% of its revenue.

Relying only on your top reps to make the team's quota is not a winning formula.

You saw super stars in the others when you hired them. They're just not performing.

And today more than ever you need everyone on the team to act and perform like your high achievers. You need a team to substantially move the needle toward the green zone of your sales target.

There is a solution to clone your best performers.

The solution - carve 5 - 30 minutes of your sales meetings for best practice sales training or bite-sized motivational energizers.

Most sales meetings are all about dishing out information on the current problems, what sold last week, procedures, reviewing sales targets or a variety of information out. All important stuff, but doesn't move the sales needle.

Would the coach of a professional sports team only talk about the logistics of the next game at their meeting? No, they'd work on specific plays, strategy, and skills until they nailed it.

Imagine your sales team working together on a variety of real time sales strategies, problem solving opportunities and prospecting efforts.

These types of practices have higher adoption of concepts, is immediately applied and garners a greater impact on performance.

## Proof

Scott turned his Monday morning sales meetings into 30 minutes or less skill builders. His team left the meetings raring to go get as many sales as possible. The other sales team's sales meetings were the typical manager talking head and those reps went directly to the local barista.

The 15 minute energizers jazzed Seth and his team. Each Monday they eagerly awaited his energizer challenge.

Some reps are movie buffs. After showing several of the Amazing Movie Clips to Motivate Ambitious, Driven Sales Teams, Jason's team began suggesting movie clips and started an internal challenge to find the coolest motivating movie clip.

After Carole's first highly engaging sales meeting, her reps asked for more meetings like that one. She switched between 5, 10 and 30 minute sales meetings to shake it up a bit.

## How's for Sales Training Meetings

1. Engage everyone. You are not the talking head for 30 minutes. It's not about standing in front of the room saying this is how I do it, or this is what you should do. People learn and adopt best practices by participating.

2: Allow your reps to lead the meeting. Ask your reps what topics and skill sets they want to add or improve to their repertoire. From the list, ask the team who on the team they think are the experts on each topic. The sales people noted as the experts become the designated facilitator of that topic!

3. Delivery is the key! Use interactive exercises, work in pairs or small groups in order to keep attention and interest levels high. Imagine the energy level in the room with several groups working together. It creates a buzz, plus captures and keeps everyone's attention. For a 30 minute skill booster this format is opposite of a lecture:

- 5 minute opening energizer relevant to the topic
- 15 minute small group activity
- 5 minute large group debrief
- 5 minute personal next step action plan

**Sales meetings** are the most overlooked low cost/no cost opportunity to build a Rock Star Sales Team who crushes their numbers monthly.

**Now, get your calendar open and schedule your first high impact sales training meeting and be on your way to increased sales.**

# They Did, Can You?

**Patricia** joined an organization as the sales manager of one of five teams. Her team was in 5th place. She implemented the 3 Surefire Ways to Increase Sales and within 8 weeks her team was in the #1 position.

If she can do it, so can you!

**Zack** was promoted to sales manager in December. His team of 7 was 70% of target. Monday's became each person's one-on-one, Tuesday - Thursday he does ride alongs and Friday he holds a virtual 5 - 30 minute sales meeting. Starting in April his team began meeting and/or exceeding their monthly sales quota.

If he can do it, so can you!

Starting one-on-ones is easy. Ride Alongs or call monitoring can be arranged quickly. But sales meetings, now that's a challenge.

You want to have **sales training meetings** that reps actually want to go to. And that takes time to research, write, figure out the best topics and how to keep them from being boring.

Since I can't do your ride alongs or one-on-one coaching (well actually I can, but studies show they're more effective when the sales manager does them), I did you a favor and **designed years worth** of highly interactive, high energy and high pay-off 5, 10, and 30 minute motivating sales training. All you do is schedule the meeting, prep for 15 minutes and deliver a sales training meeting for your reps to crush their numbers monthly!

# Ready to Increase Sales 3x in 3 Weeks?

Grab a month of 5, 15 and 30 minute sales meetings for your reps to crush their numbers. Only \$9!

[Click here and you're on your way to  
reps crushing it!](#)