Sales Leadership – Building a profitable revenue generation team

“You get what you settle for”
Discussion Topics

- Best in class activities of a STAR sales leader.
- Best in class activities of a STAR sales professional.
- Basic components of pipeline management.
- Coaching models for continuous sales team improvement.
- Hiring sales talent.

“You get what you settle for”
Best in class activities of a STAR sales leader

“ You get what you settle for”
Best in class activities of a STAR sales professional

"You get what you settle for"

Initial customer contact & cold calls
Creating call strategy
Creating sales plan
Relationship building
Basic components of pipeline management

Must measures

1. When a deal enters the buying phase.
2. How long it takes to win or lose the opportunity.
3. How many sales calls it takes to win or lose the opportunity.
4. The math around closed won deal ratio’s.
5. Why you could benefit from always coaching around this part of the business.

“You get what you settle for”
The math - Pipeline management drives revenue - Step 1

The formula:

1. What is the number I need in the pipeline to get to plan?
   - What is my closed won ratio in terms of revenue?
   - Take the ratio and divide it into the number 1.
   - Take the answer and multiply it by item number one.

“You get what you settle for”
Step 2

The formula- continued:

1. Lets do a couple examples
   - Close won ratio of 15% of the deals I target.
   - Close won ratio of 35% of the deals I target.
   - Close won ratio of 55% of the deals I target.

2. Do it for the team and the individual.

“ You get what you settle for”
Powerful Questions to ask during the weekly one on one

1. What does a healthy pipeline look like to you and why?

2. How much revenue do you need in the buy phase to make your number?

3. When a deal isn’t going as expected, what do you do to assess next steps?

4. What can you do now to improve your chances of won deal by +10%?

5. What are the two most effective things for you to get done this week that will lead to improved closed won deals?

“You get what you settle for”
Coaching models for continuous sales team improvement

- Start with building a high level of trust - how does one do that?
- Powerful questions that are action oriented.

“You get what you settle for”
Hiring sales talent

• Who has hired sales talent already?

• How did you do it and how has it turned out for your business?

• Any advice you would like to share with the group?

• Common pitfalls?

“You get what you settle for”
Discussion Topics – Thank you!

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What did you find most useful or helpful?

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