



**8350 Ashlane Way Suite 104
The Woodlands, TX 77382
404-358-8000**

Strategy #1

Create a Culture of Collaboration and Sharing of Best Practices

Business Opportunity:

The performance gap between average salespersons and star performers can be as much as 50 to 200 percent. Further, since the average sales performer typically comprises 60-70 percent of the organization, this group represents a significant opportunity for improvement in growth for the enterprise. The most critical success factors for increasing overall team performance are:

- Partnership/collaboration relative to “top performers” who share best practices
- Systematic, timely and rigorous documentation of said best practices
- Consistent, disciplined employee coaching and development for effective transfer of knowledge and techniques to “average performers”
- Appropriate recognition and compensation structure for top performers relative to other sales personnel

Key Advantages:

- 1) Significantly improves sales performance for the organization as a whole through a focus on collective learning, fostered by collaboration in the sharing of best practices
- 2) The process provides the blueprint for a winning sales culture of continuous improvement, maximizing sales growth in both the near and long-term
- 3) Recognizes top performers and those who share best practices; enhances employee engagement and ownership; provides an opportunity for identifying and grooming future sales leaders

Critical Success Factors:

- 1) Commitment and Partnership (business leadership and top salespersons)
- 2) Quality and thorough assessment and debrief for a full delineation of best practices
- 3) Sales Leader ownership and accountability of plans for individual employee skill development focused on best practices
- 4) Flawless Execution - Skill/knowledge transfer through disciplined coaching and effective role play
- 5) Recognition of Key Contributors - Folks who demonstrate leadership in the sharing of best practices must be acknowledged and shown appreciation by business leaders in the presence of their peers



8350 Ashlane Way Suite 104
The Woodlands, TX 77382
404-358-8000

Strategy #2

Develop a Game Plan to Achieve Stretch Goals

Business Opportunity:

A proven approach for exceeding revenue goals on a consistent basis is to create a strategic plan designed to meet or exceed stretch sales objectives. The plan is jointly developed by sales personnel and business leadership. In short, the planning meeting involves an environmental analysis and a comprehensive strategic planning process which includes employees accepting realistic but increased and challenging sales targets. And, in return, leadership commits to and is accountable to provide necessary funding, support and resources to achieve said objectives. Of course, this commitment by leadership includes commensurate enhanced compensation (commissions and bonuses) as well as, non-monetary rewards/benefits if appropriate.

Key Advantages:

- 1) Sets expectations for high performance to be business as usual
- 2) Joint participation in the planning session by business and sales leadership fosters ownership and accountability
- 3) Aligns the entire business around what is required to sustain a high performing sales team

Critical Success Factors:

- 1) A comprehensive planning process which clearly articulates goals and delineates key assumptions
- 2) Set high expectations (stretch targets) for sales leaders
- 3) Sales leadership will create action plans that define stretch goals and associated resources, funding, challenges, etc. required to meet stretch objectives
- 4) Senior business leadership commits to provide resources and support required to meet aggressive but realistic sales and revenue targets
- 5) Business leadership conducts disciplined and rhythmic accountability and review sessions with sales leaders



**8350 Ashlane Way Suite 104
The Woodlands, TX 77382
404-358-8000**

Strategy #3

Make People First

Business Opportunity:

This strategy is highlighted by a priority focus on all things having to do with people (employees and customers). The customer experience, employee development and coaching are business critical. Employees are the most important resource in the business. They are the linkage to the customer and the face of the enterprise to the marketplace. Highly engaged employees help build the business's reputation while increasing customer loyalty, and driving sustained growth.

Key Advantages:

- 1) Sustained, long-term improvement in business growth
- 2) Extraordinary customer experience and increased loyalty
- 3) High employee satisfaction and engagement, along with reduced attrition

Critical Success Factors:

- 1) Business leadership must make employee development a top priority
- 2) Sales leaders must be trained and developed so that they become skilled and competent coaches
- 3) Sales leaders are held accountable for building supportive relationships with employees while challenging them to meet high expectations for performance
- 4) Create customized plans for development of each employee
- 5) Business leadership must regularly inspect the execution on its expectations for employee development



**8350 Ashlane Way Suite 104
The Woodlands, TX 77382
404-358-8000**

Strategy #4

Inspect What You Expect

Business Opportunity:

Consistently effective and superior sales execution is a standard of excellence supported by rigorous preparation, systematic monitoring of day to day operations and regularly scheduled operations reviews. The goal of this comprehensive inspection process is that of ensuring a high-quality interaction with each and every customer, on every opportunity.

Key Advantages:

- 1) Individuals and sales teams will deliver expected results on a predictable and reliable basis.
- 2) Sales employees will be more consistently productive in maximizing opportunities to grow sales and revenue.
- 3) The reputation of the business in the marketplace will be reflective of customers who are highly satisfied and enjoy a consistently superior experience in their interactions with the company. Increased customer loyalty will be the result, with more revenue generated for the company's product/service offerings. That is, customers will spend more and be less inclined to leave the business for competitive alternatives.

Critical Success Factors:

- 1) Establish ongoing inspection and review as a business practice which is a key characteristic of the culture: e.g. sales call observation, joint customer visits (with sales personnel and leadership participation), etc. Business leaders will systematically conduct sales operations/effectiveness reviews; these will be on both a planned and random basis. Address those identified coaching and development opportunities in a prompt and appropriate manner.
- 2) Business and sales leadership must have a commitment to making quality assurance processes an integral part of the business.
- 3) There must be a clear and explicit definition of expected behaviors and processes for which sales leaders and their respective team members are held accountable.



**8350 Ashlane Way Suite 104
The Woodlands, TX 77382
404-358-8000**

Strategy #5

Create the Environment, Set the Expectation, and Demand Excellence

Business Opportunity:

Create the environment that will optimize sales performance, employee engagement, and costs. Recognition/reward systems, employee development, and disciplinary processes must all be aligned to drive high performance. The environment must be designed for the development and support of employees and managed in a consistent, effective and equitable manner.

Key Advantages:

- 1) Each employee will have a clear definition of performance requirements and consequences associated with meeting and exceeding expectations. Further, each person will have a clear understanding of the implications and consequences for not meeting individual goals and objectives. Those exceeding expectations will be rewarded and recognized accordingly. Recognize top performers on a spontaneous basis and informal events. On the other hand, underperformance as to expectations will result in coaching and development opportunities or discipline, as is appropriate for the specific situation and the individual involved.
- 2) Address employee performance in a consistent and fair manner. Build the culture on a common understanding and appreciation for the fact that consequences will invariably follow each kind of situation. That is, all performance is subject to the appropriate consequences for three sets of circumstances: a) exceeding goals b) meeting expectations, or c) falling short of expectations.
- 3) Consistency and discipline around this process provide the foundation for a culture that highly rewards and recognizes its top performers. Further, the culture will support the development of new employees in a passionate, caring but rigorous process. And finally, underachievers are removed from the business in an expeditious, methodical and fair manner.

**8350 Ashlane Way Suite 104
The Woodlands, TX 77382
404-358-8000**



Strategy #5

Create the Environment, Set the Expectation, and Demand Excellence

Critical Success Factors:

- 1) High achievers must be recognized and rewarded in a generous way; they set the example for what leadership wants to see in each employee. The accomplishments of these employees must be acknowledged and celebrated by senior leadership. As a part of this recognition process, it is essential that these top performers be encouraged to collaborate and take the opportunity for sharing best practices.
- 2) Establish a focused coaching and developmental program for all employees, particularly those who are new to the business.
- 3) The dismissal process must be fair but decidedly swift for those employees who continue to underperform after a standard development cycle, or for those who have otherwise shown themselves as not being a good fit for a performance oriented culture founded on teamwork and collaboration.