



what percent of all salespeople rate themselves as

# above average?



TRUE OR FALSE?

Rough estimates show only <u>5</u>% of business graduates express a desire to go into a sales profession.



Yet after only ten years in the workplace up to <u>75</u>% of this same group are involved in selling.

# ONLY 2% SALES DNA







YOU

may be getting in the way of your own success.





# set MEASURABLE ACTIVITIES and document your daily performance

A dream written down with a date becomes a goal.

A goal broken down into steps becomes a plan.

A plan backed up by action makes your dreams reality.



# DRIVE goals



Determine what you want to achieve.

"Change your thoughts and you change your world." Norman Vincent Peale





Resolve that you will achieve specific goals.

"Nothing is impossible, the word itself says 'I'm possible." Audrey Hepburn



# DRIVE goals



Validate actions with a dashboard tracking system.

"With self-discipline most anything is possible." Theodore Roosevelt

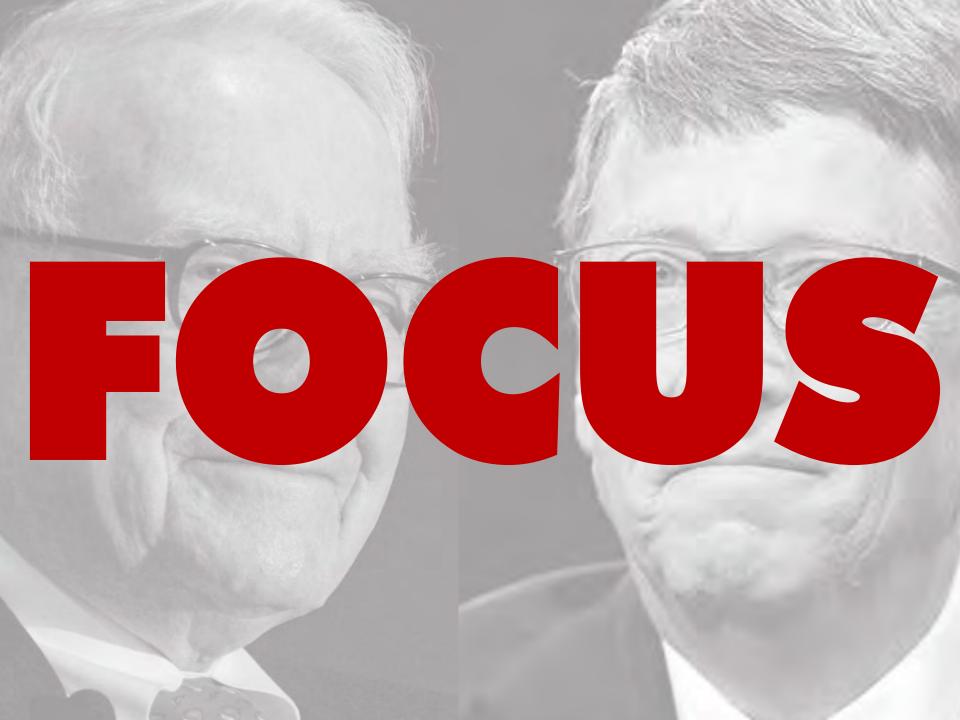
# DRIVE goals

Evaluate performance and adjust actions.

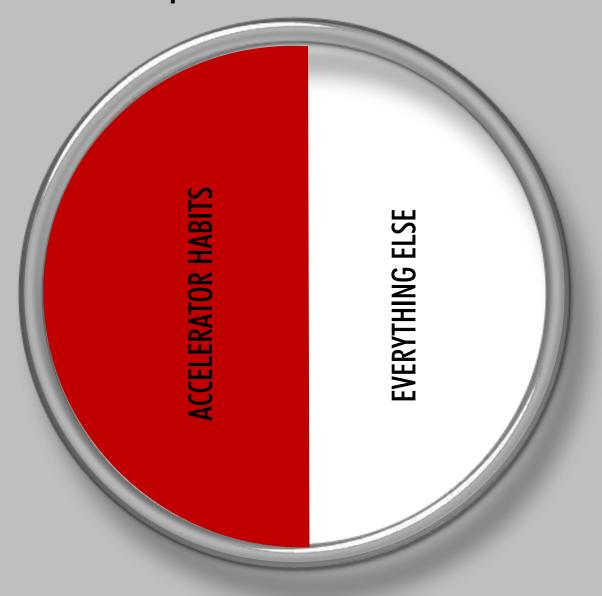
"Perseverance, secret of all triumph." Victor Hugo



You simply cannot be on auto-pilot and achieve greatness.



#### "Work is hard, distractions are plentiful and time is short." $\sim$ Adam Hochschild



#### **ACCELERATOR HABITS**

- Create positive chain reactions
- Propel you exponentially toward your goal
- Generate daily victories as you progress toward goal achievement
- Infuse you with energy and confidence to accomplish more

### **ACCELERATOR HABITS**

Goal: Increase sales by 25%











MAP	•
Monthly Action Plan	

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TOTAL SALES	INCOME EARNED
PRIOR YEAR	PRIOR YEAR

#### ANNUAL GOAL SETTING & PERFORMANCE

Use an average commission % if you have several programs.

INCOME GOAL CURRENT YEAR	-	TOTAL ANNUAL SALARY		\$ NEEDED TO ACHIEVE INCOME GOAL	+	COMMISSION PERCENT (Example = .15 or .04)	1	SALES NEEDED TO ACHIEVE INCOME GOAL	
\$	-	\$	-	\$	#.		÷	\$	*

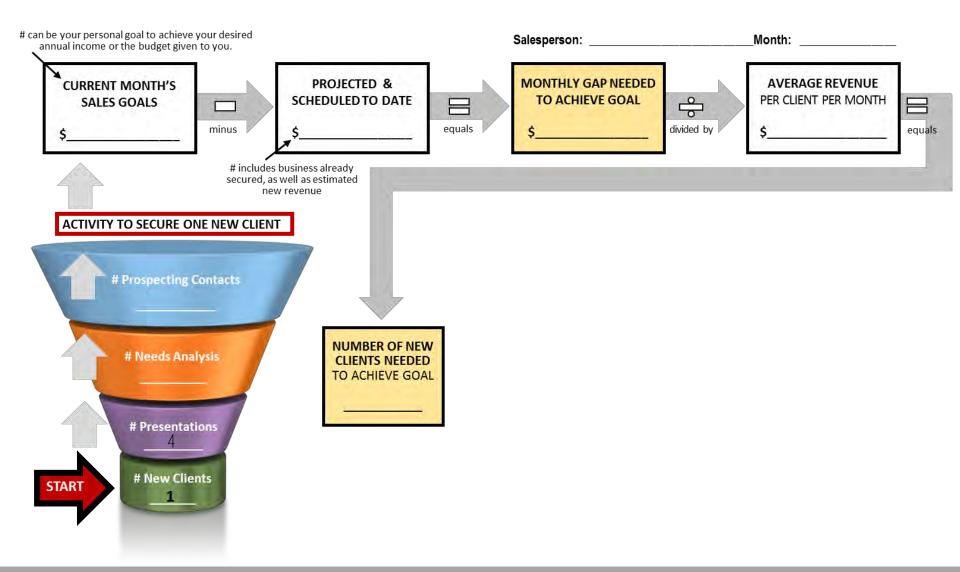
	-	SALES ALREADY SCHEDULED FOR YEAR	Ħ	GAP ~ ANNUAL \$ NEEDED TO ACHIEVE GOAL	÷ 12*		GAP ~ MONTHLY \$ NEEDED TO ACHIEVE GOAL
9		\$	.e≆	\$	÷ 12*	-	\$

\*If completing mid-year, divide by the number of the remaining months in the year.

MONTH	SALES RESULTS	YEAR TO DATE	% TO GOAL
January	\$		%
February	S	\$	%
March	\$	\$	86
Quarter 1	8	\$	*
April	3	\$	56
May	\$	\$	%
June	\$	\$	%
Quarter 2	\$	\$	%
July	\$	\$	%
August	\$	\$	%
September	\$	\$	%
Quarter 3	\$	\$	%
October	\$	\$	%
November	S	\$	%
December	\$	\$	%
Quarter 4	is:	\$	%
TOTAL	Š	s	%

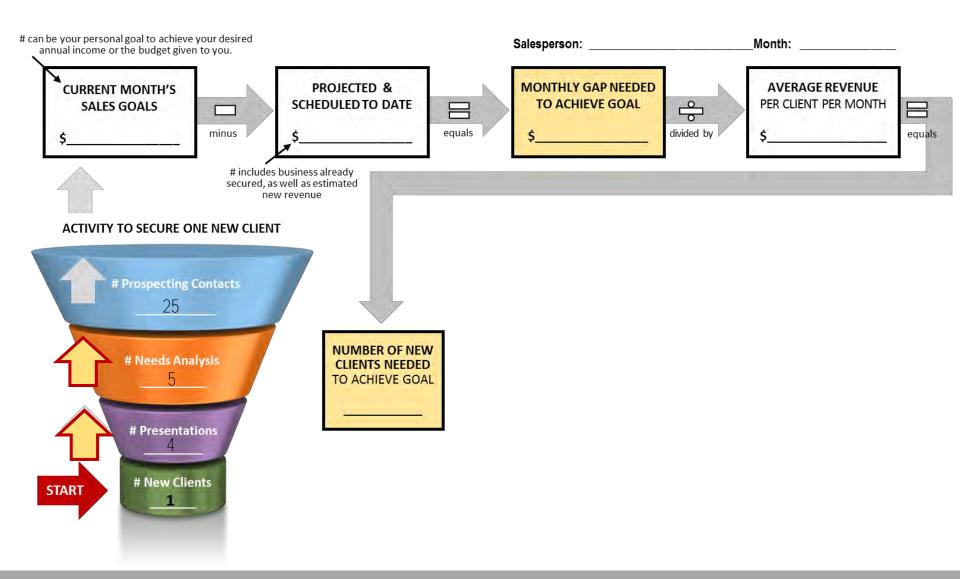


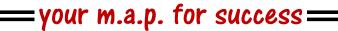




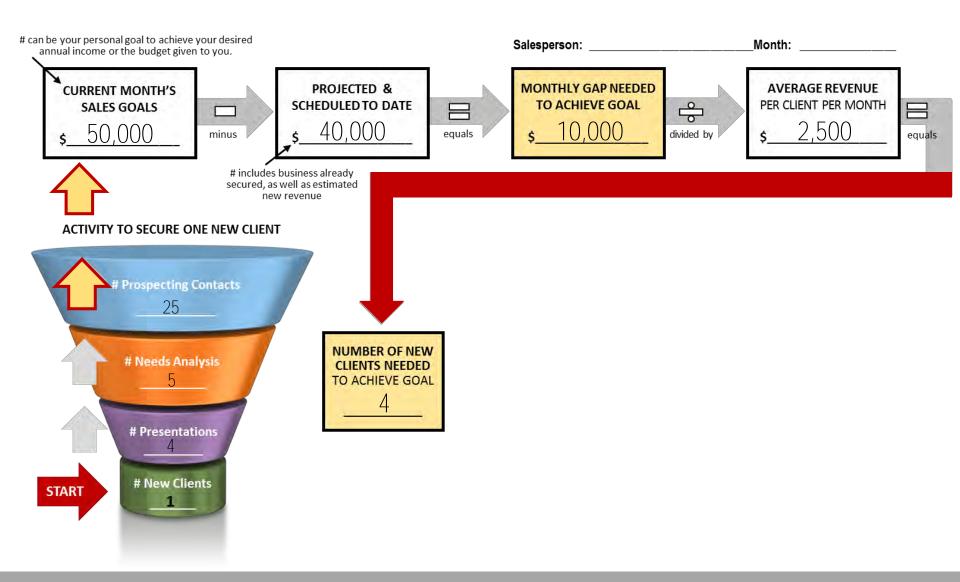


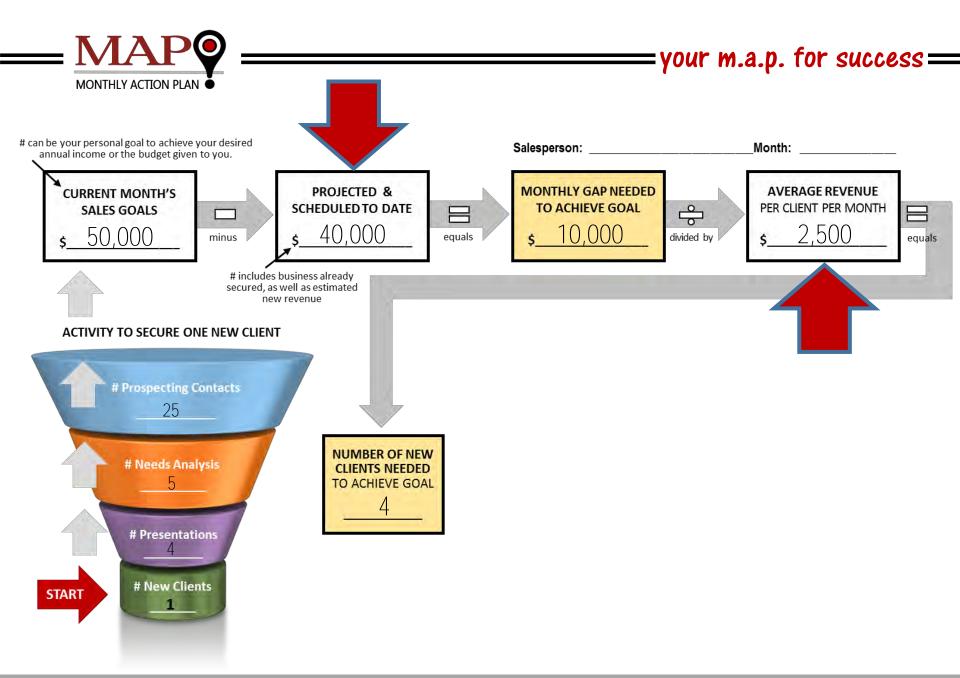






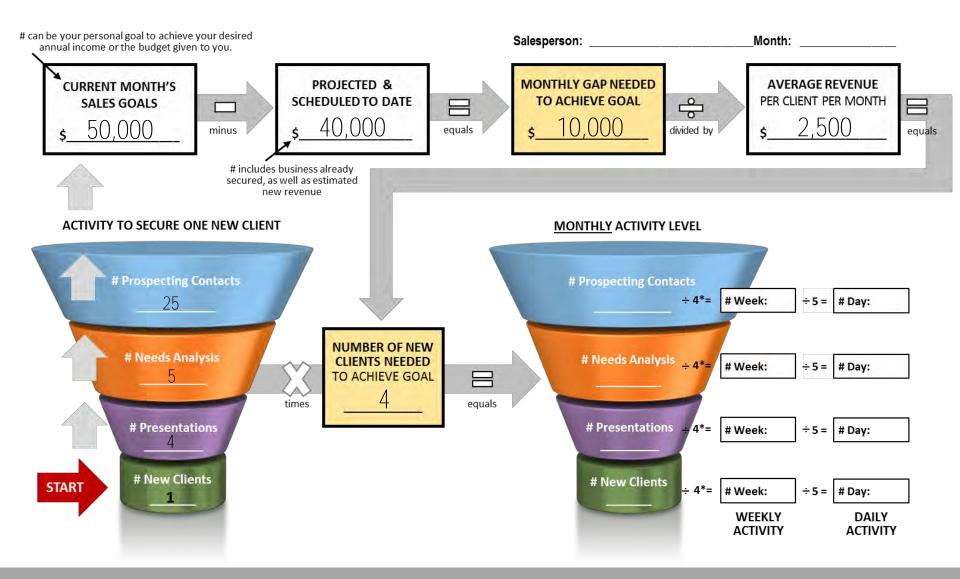






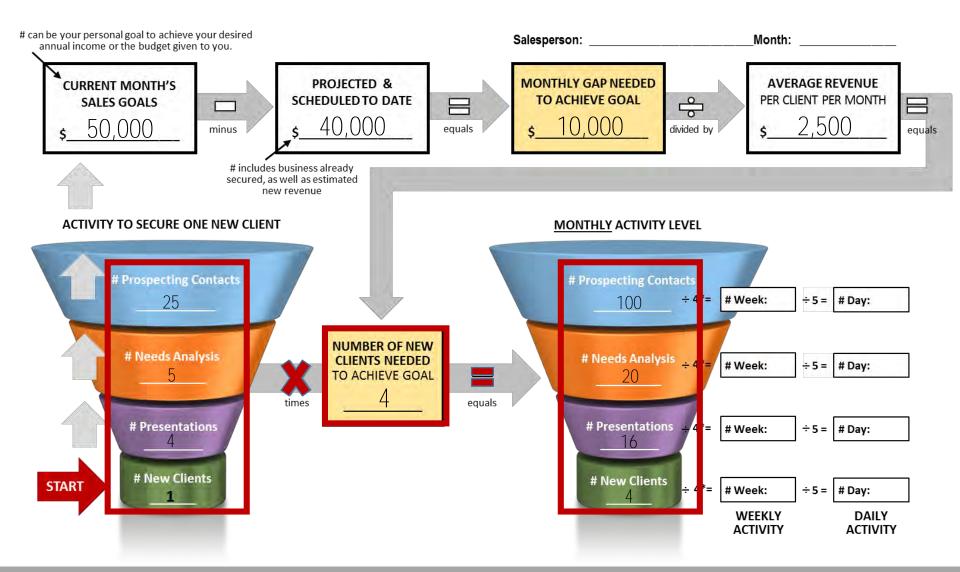






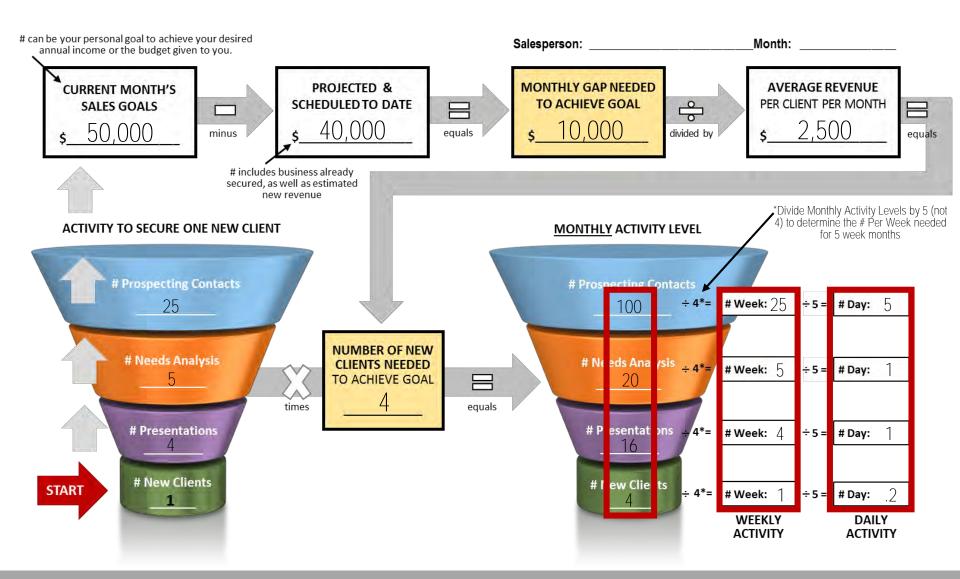






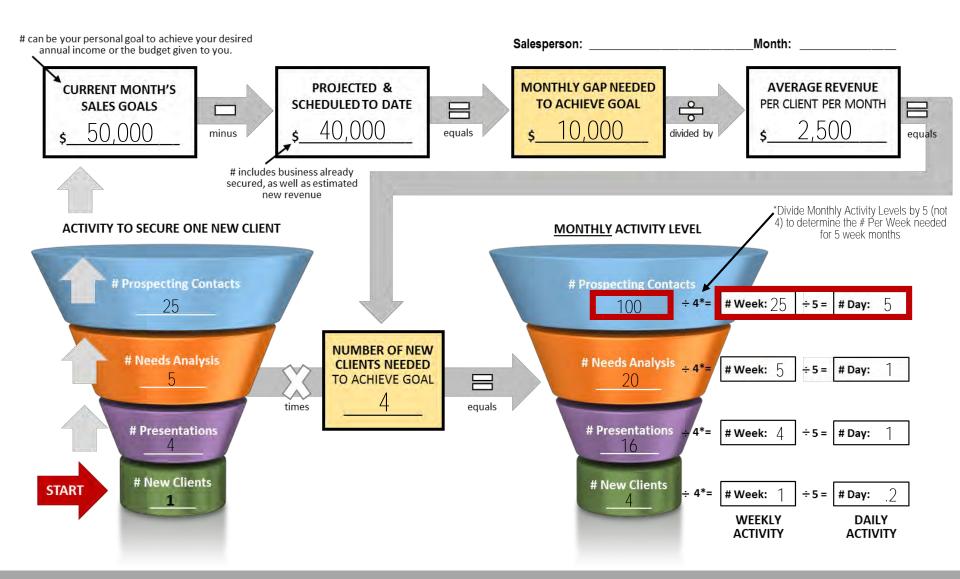






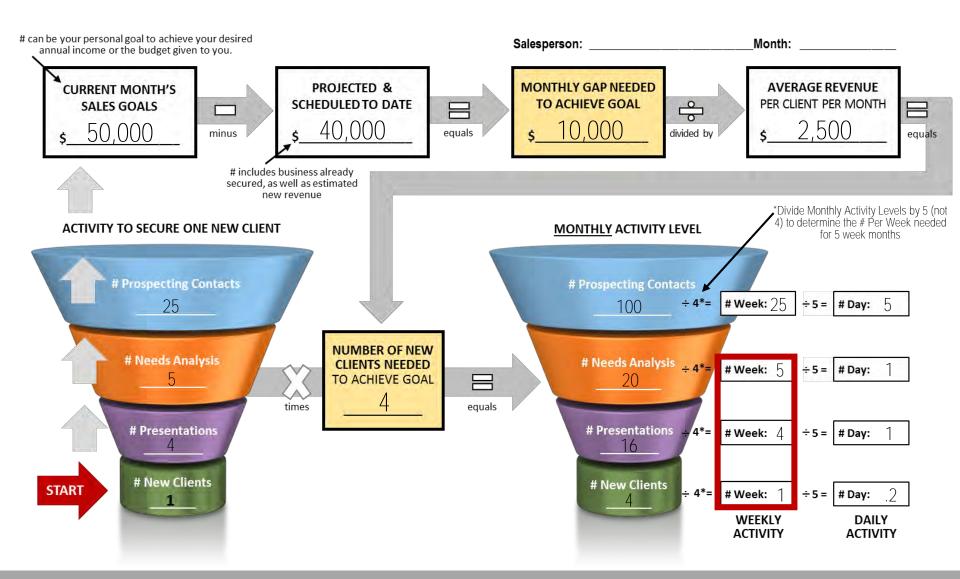








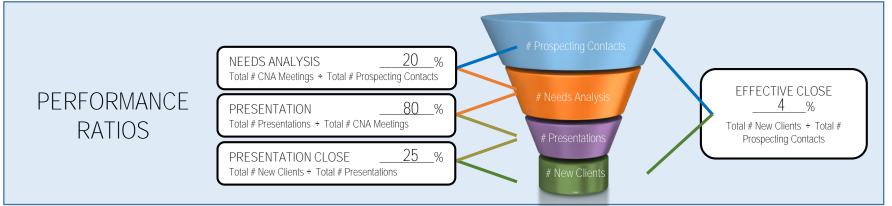






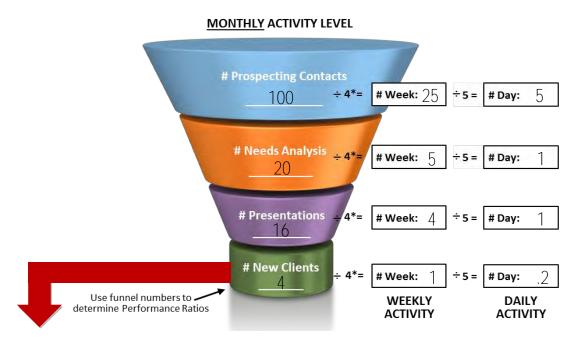


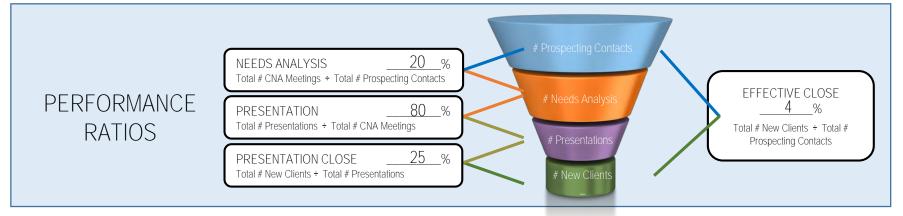




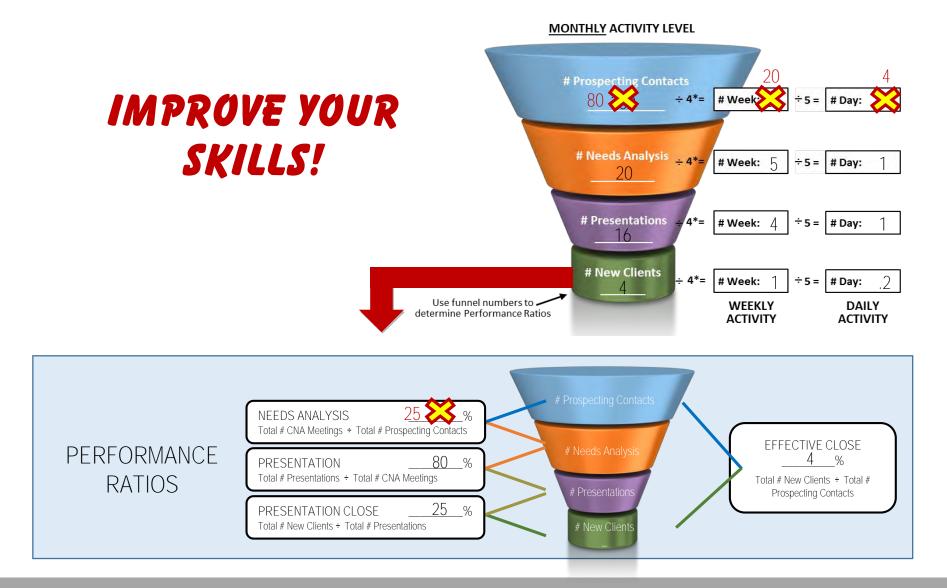


Shows where you may need improvement.





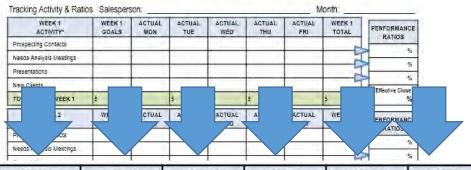
#### Don't have the time to make 100 contacts?













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WEEK 1 ACTIVITY*	WEEK 1 GOALS	ACTUAL MON	ACTUAL TUE	ACTUAL WED	ACTUAL THU	ACTUAL FRI	WEEK 1 TOTAL
Prospecting Contacts	25	5	3	4	5	6	23
Needs Analysis Meetings	4	0	1	1	0	1	3
Presentations	4	0	0	1	2	0	3
New Clients	1	0	0	0	1	0	1
TOTAL SALES WEEK 1	\$	\$	\$	\$	\$	\$	\$

PERFORMA RATIOS	
13	%
100	%
33	%
Effective Cl	ose %

TOTAL MONTHLY REVENUE

\$

# YOU SHOULD KNOW WHERE YOU ARE TOWARD YOUR GOAL ANY GIVEN TIME!

PRESENTATION CLOSE RATIO... Total # New Clients ÷ Total # Presentations

EFFECTIVE CLOSE RATIO...... Total # New Clients ÷ Total # Prospecting Calls

MONTHLY ACTIVITY*	MONTHLY TOTAL
Prospecting Contacts	
Needs Analysis Meetings	
Presentations	
New Clients	l l

PERFORMANCE RATIOS

%

%

%

Effective Close
%

### Habit Loops consists of three elements:

- Cue or trigger
- Routine
- Reward

## To change or create a Habit Loop repeat the

- ⇒ Same action
  - ⇒ Same time
- ⇒ Same place

until it becomes automatic

# SCHEDULE YOUR DAY for maximum performance

## Pat's Daily Schedule:

8:00-8:30 Prospecting contact

# MORE CONTACTS = MORE SALES!

+10 Each Week +40 Each Month +120 Each Quarter

5:00-5:30 Prospecting contact



## SCHEDULE YOUR DAY for maximum performance

Prospecting contact / review products, ads and schedules
Review emails and take care of any necessary paperwork or preparation to begin sales day
Phone calls ~ confirm appointments / 15 prospecting contacts
Complete all mandatory sales calls for the day
Productive lunch
Prospecting / 2 new prospective client meetings

- ✓ Stay fully booked ~ needs analysis meetings & presentations
  - ► More meetings = more business
  - Won't postpone
- ✓ Prospect every day
- ✓ Schedule meetings together

# SCHEDULE YOUR DAY for maximum performance

8:00-8:30	Prospecting contact / review products, ads and schedules
8:30-9:00	Review emails and take care of any necessary paperwork or preparation to begin sales day
9:00-9:30	Phone calls ~ confirm appointments / 15 prospecting contacts
9:30-12:00	Complete all mandatory sales calls for the day
12:00-1:00	Productive lunch
1:00-3:00	Prospecting / 2 new prospective client meetings
3:00-3:30	Return to clients not prepared
3:30-4:30	Office: completing schedules, campaigns, paperwork, CRM
4:30-5:00	Plan, prepare and organize for the next day
5:00-5:30	Miscellaneous / Prospecting Contact









# SIZZLING PROSPECTS



CONTACT	SAMPLE PROSPECTING METHODOLOGY			
CONTACT	HOT ~ Contact Monthly	WARM ~ Contact Every Other Month	COOL ~ Contact Quarterly	
1	Initial Contact ~ In Person, Leave Personal Sales Flyer, Mail Thank You/Consulting Letter	Initial Contact ~ In Person, Leave Personal Sales Flyer, Mail Thank You/Consulting Letter	Initial Contact ~ In Person, Leave Personal Sales Flyer, Mail Thank You/Consulting Letter	
2	Email Industry Data, Encourage a Social Media Connection (LinkedIn)	Email Industry Data	Email Benefit Sheet	
3	Mail Testimonial Sheet	Mail Testimonial Sheet		
4	In Person ~ Set Up Meeting	Telephone Call ~ Set Up Meeting	Mail Testimonial Sheet	
5	Email Why Advertising is Critical	Email Why Advertising is Critical		
6	Visit to Share Promotional Idea	Visit to Share Promotional Idea	Telephone Call ~ Set Up Meeting	
7	Send Handwritten Note	➤ Weekly post on LinkedIn and all prospects receive a mailed or emailed quarterly		
8	Telephone Call ~ Set Up Meeting	post card with a marketing tip.  Note: Any time you are able to locate pertinent data about the industry, incorporate it in your sales contacts. You may wish to set up alerts (Google Alerts) online to track your hot prospects.		
9	Mail Article or Information			
10	Visit Business with Promotional Idea or Treats ~ Set Up Meeting			

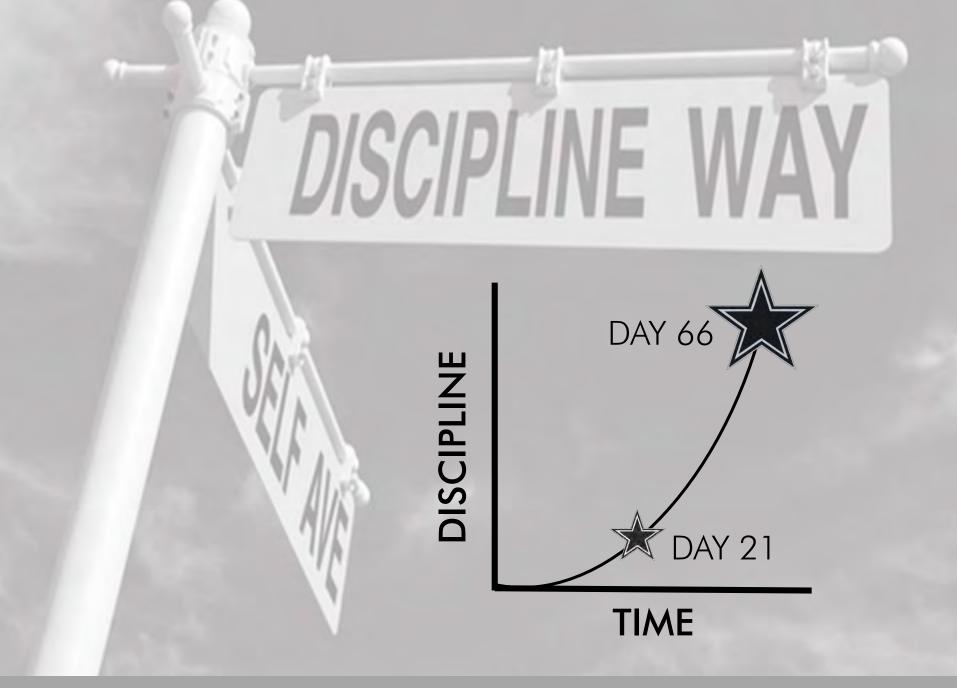
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## PREPARE & FOLLOW A STRATEGY



## **GOAL BRAINSTORM**

determine what do you want to achieve



- ✓ Big
- ✓ Specific
- ✓ Measurable

## **GOAL BRAINSTORM**



- Make \$100,000 in commission this year
- Secure \$625,000 in sales
- Increase sales by 25% this year
- Increase my account base by 20% this year
- Increase my average sale by \$5,000 this year
- Sell at least three options to each client
- Sell a minimum of 6 months agreements
- Secure 5 new clients each month / 60 per year
- Relationships with 40 prospective clients each month
- Secure 5 new referrals each month
- Secure 1 new \$10,000 client each month
- Have a minimum of 20 active clients at all times
- Reduce credits (human error) by 50%
- Be recognized as the top salesperson in the company
- Win at least one sales contest during the year







## TOP GOAL

Describe in one or two sentences.

## WHY DO I WANT TO ACHIEVE THIS GOAL?

Why is this goal important and worth accomplishing at this time? How will achieving this goal impact my life?

# WHEN I ACCOMPLISH THIS GOAL, HOW WILL I FEEL?

People accomplish goals because of emotional reasons (feeling accomplished, important, healthy, successful) otherwise the efforts would not warrant the outcomes.

This year, I will increase sales by 25%, securing, \$625,000 in sales, which will yield me \$100,000 in commission.





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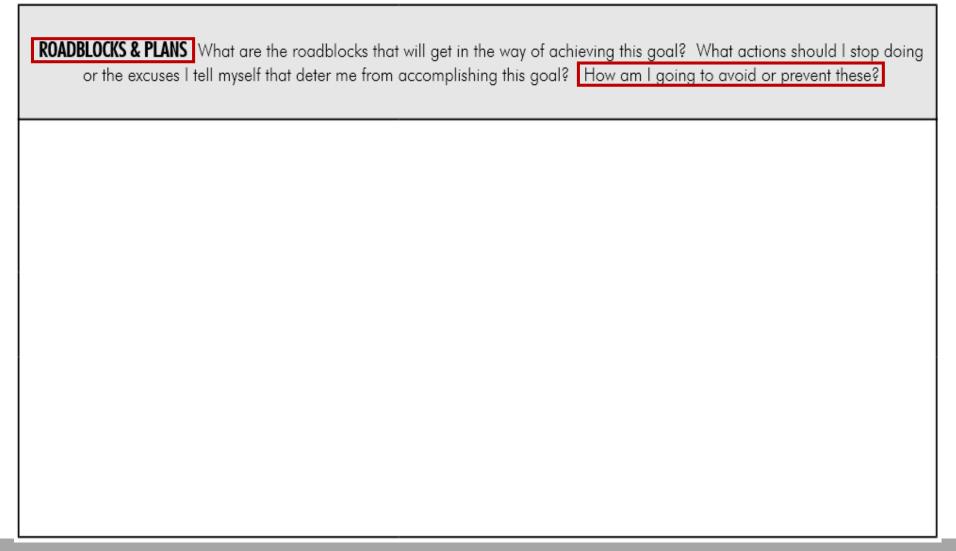
This is important because
I want to purchase a larger
home for my growing
family.

I will feel like a great provider to my family and a good parent because I am able to buy a home that we will enjoy as a family.

SPECIFIC ACTIONS I WILL TAKE TO ACCOMPLISH THIS GOAL.  (Place a star next to Accelerator Habit/s.)	Time frame to accomplish this goal (each week, month, quarter, potentially by a specific date).
Complete my MAP Report to determine my activity levels	Six weeks prior to each month
Complete 15 telephone contacts attempting to secure meetings	Five contacts, three times per day
Complete 10 in-person prospecting contacts in the field	Each week

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Complete my MAP Report to determine my activity levels	Six weeks prior to each month
Complete 15 telephone contacts attempting to secure meetings	Five contacts, three times per day
Complete 10 in-person prospecting contacts in the field each	Each week
Secure 2 meetings each day with prospective clients (CNAs & presentations)	Daily
Go to all chamber meetings/events, meeting a minimum of 5 prospects	Each month
Research co-op and present to five prospective and current clients	Each month
Secure 5 referrals from existing clients	Each month
Increase my average sale to \$5,000	Annually
Secure on average 6 month campaigns	Annually
Post activities daily and follow a call back system based on a prospect's potential	End of each day, week and month







**ROADBLOCKS & PLANS** What are the roadblocks that will get in the way of achieving this goal? What actions should I stop doing or the excuses I tell myself that deter me from accomplishing this goal? How am I going to avoid or prevent these?

#### Roadblocks:

- Too busy with paperwork and office duties to prospect
- Too much time with email and on the internet
- Prospects are not interested because they have no money
- People do not want to be called on Mondays

#### Plan:

- Get to the office 30 minutes earlier and block time each day to accomplish important tasks
- ☼ Do not respond to unimportant personal emails, texts or social media during work hours
- ☆ Dedicate myself to prospecting every day and do not pre-qualify prospects

Sometimes the smallest step in the right direction ends up being the biggest step in your life.

NEXT EXIT GOAL SETTING

Post your goals and action plans

# Find a GPS Buddy







# TOP PRODUCERS

MAKE EVERY MINUTE OF EVERY DAY COUNT

SUCCESS

Self-discipline is a deal breaker in goal achievement.

# Old You NEXT EXIT

New You

Most people go through
life randomly reacting,
rather than focusing
and concentrating.

continuous stream
of progress and
achievement



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