

5 Most Common Sales Mistakes:

Growth and Sales Management Disciplines

Strategy ▪ Process ▪ Measurement ▪ Execution

Presenter:
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Learn how you can break your company's all-time sales record and increase the valuation of your business



Challenging Sales Stats for Small Business

- Only 3% of small business will make it \$1M
- Only 2% will get from \$1M-\$5M
- Only 1% beyond \$5M

Sales “Tripping points”

- Owner desperately wants a path out of sales and be a CEO/leader
- No sales team or challenging effort in building a sales organization
- Stuck in movement based on lack of sales enablement (tools, process, strategy, pipeline, management)
- Changes with marketing since COVID: Cognitive, Divergent, Convergent (**50%-80% of the “buy” decision occurs now up front based on online presence with less human involvement**)

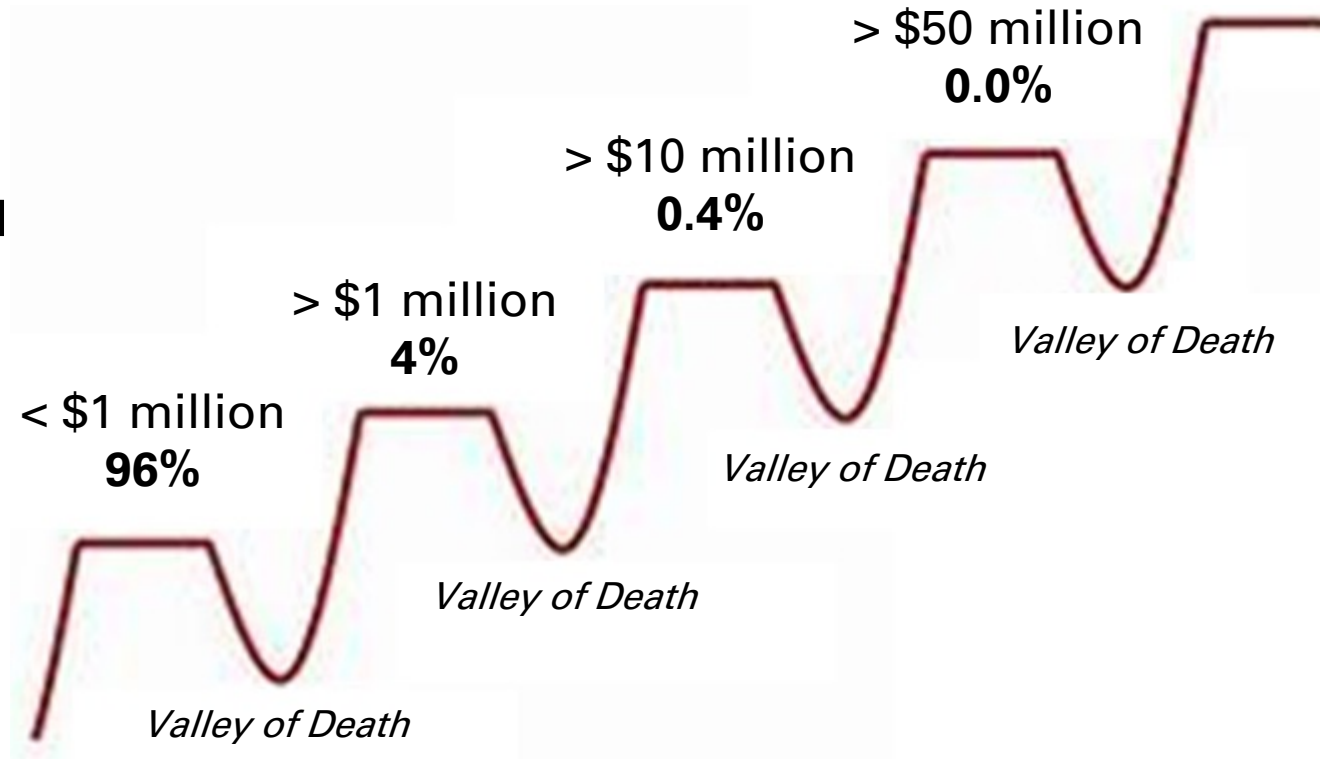
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EO Study Finds Scaling a Business often Detrimental

#1 Cause:

Thinking the recipe that got them to their current size will work forever.



CEO Pitfalls:

I spend most of my time selling.

I am the Sales Leader, and CFO, and...

I don't have a strong dedicated leadership team.

Top 5 –Most Common Mistakes With Your Sales Campaign: Disciplines for Growth

1. **Scale** (hinges on owner)

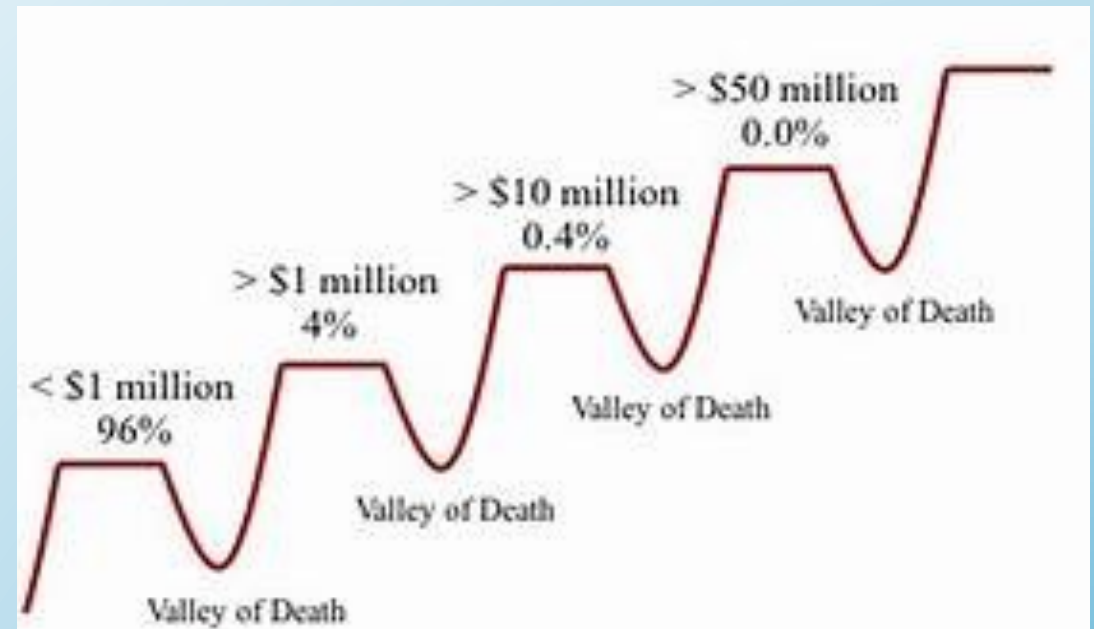
“Give me a pathway out of Sales.”

**Owner can be CEO and coach/steer the vision/performance*

**Reduce owner dependence*

2. **Hired poorly or have had high sales turnover**

3. **No Sales/Metrics/KPI's** – limited use of CRM, KPI's, leading indicators



4. **The training** we paid for did not work (lack of infrastructure, process, people)

5. **Loss of a key client*** (too much revenue coming from one client)

What did we learn from COVID?

De-risk customer portfolio

Diversify products and suppliers

Recurring revenue

Common Sales Department Complaints from Business Owners

"I want a pathway out of sales--I need/can't find the right sales manager."

"I have high salesperson turnover."
(comp plan)

"Sales Metrics/KPI's are not clearly defined."

"Our approach lacks hunters of new business."

"The training we paid for did not work."

"I don't have time to travel with my sales reps."

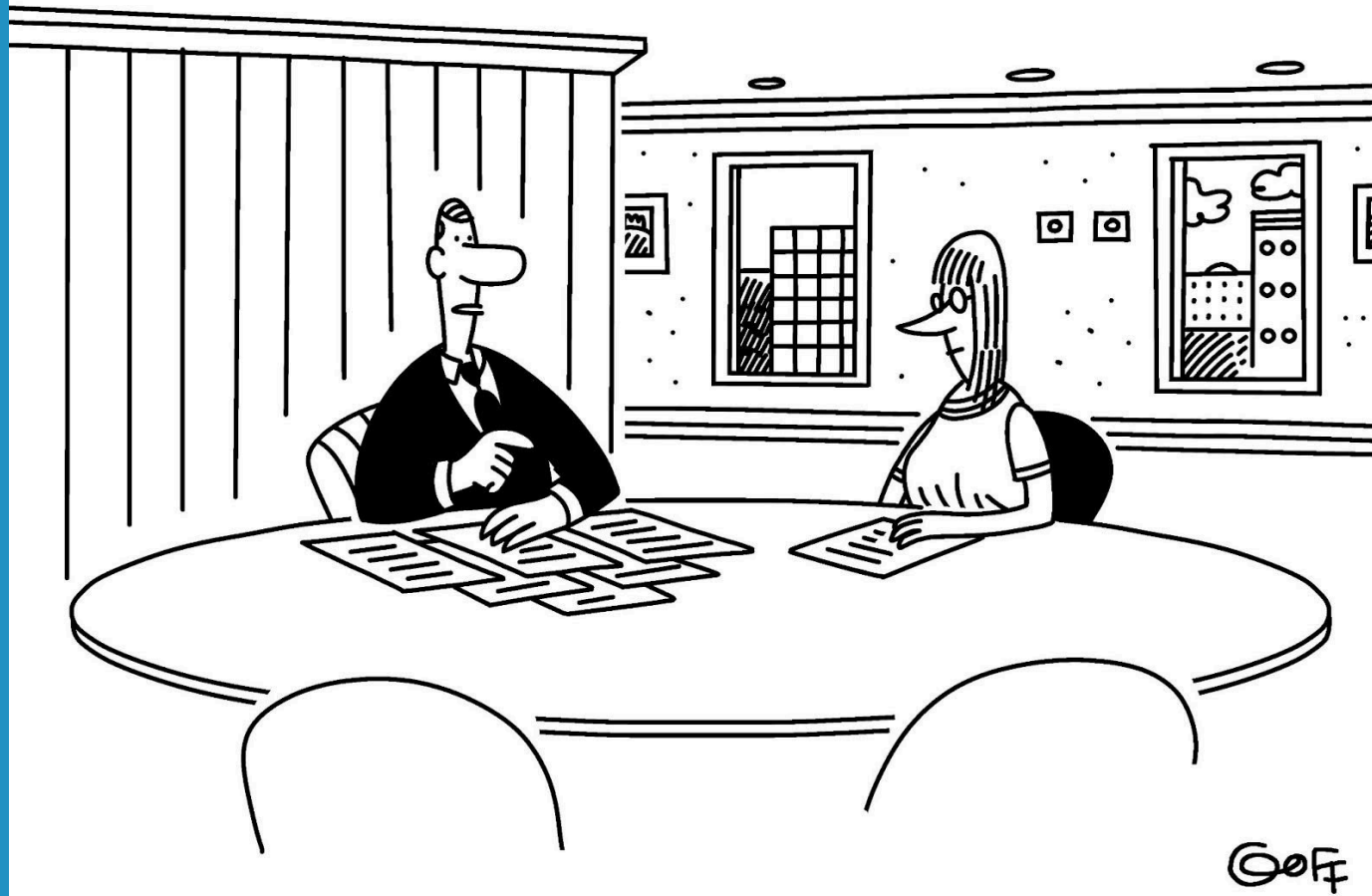
"I can not forecast my business."

"I really have not done 1:1 meetings, performance reviews, goals."

"There is no CRM System."

"A lot of our revenue comes from a single customer."





“Every step of the sales process went perfectly except the part where the customer buys our product.”

What Sales Organizations Require from a Sales Leader

Sales Strategy

- Industry Positioning
- Competitive Positioning
- **Value Propositions**
- **Competitive Differentiators**
- **Sales Messaging**
- Business Development Strategy

Sales Methodology

- **Sales Process**
- Sales Team Coverage
- **CRM Tool**
- Sales Meeting Cadence

Sales Metrics

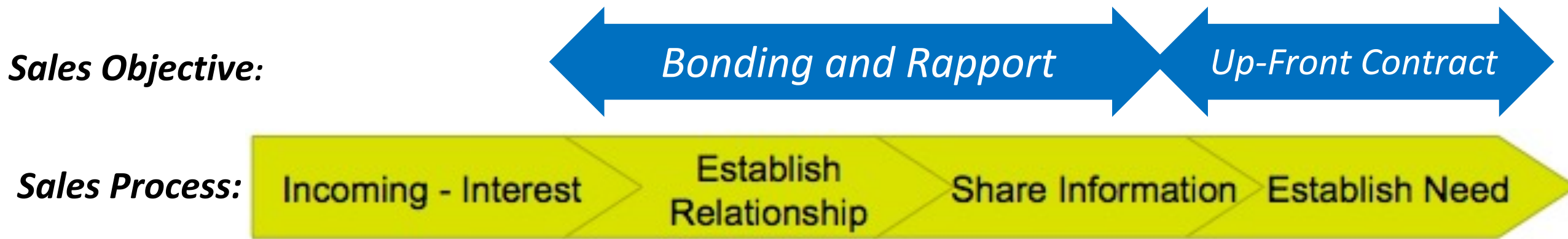
- Sales Goals
- **Sales KLI/KPIs**
- Reports
- **Forecasting**

Sales Organization Management

- **Sales Training**
- **Sales Staffing/Hiring**
- Roles & Responsibilities
- Job Descriptions
- **Performance Reviews/PIP**
- Individual Development Plans

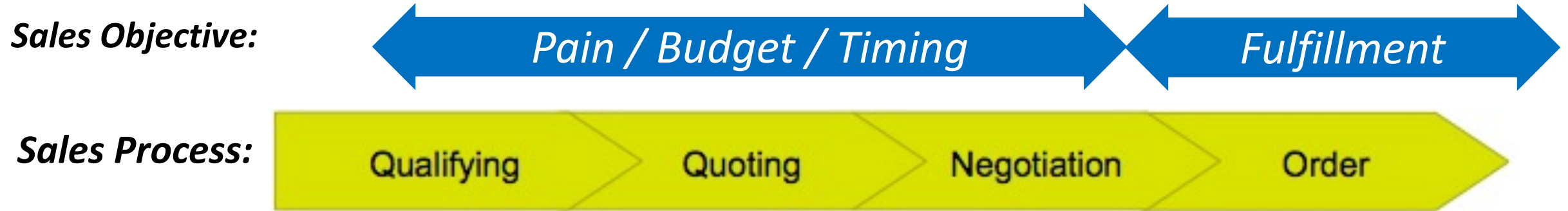
SALES PROCESS

New Leads – Lead Prospecting & Nurturing



- Incoming Lead: What would your team do with “process”?
- Pipeline health: Top of the funnel, middle, pre-close
- Can your pipeline support your business projections and forecasts?
- Executive Dashboard: Can you “see” your business (KPI’s)

New Opportunities – Project Pipeline



- Use your Ideal Client Profile to help qualify
- What's your close rate?
- Forecast: Do we have a rubric to help us forecast? Budget, Authority, Need/Pain, Time
- Areas to know> deal creation date, source, aging, projected close rate, CRM notes, expected revenue, probabilities, reasons for win/loss
- Be patient, set a weekly cadence, and watch skill develop around the process

KEY RESOURCES

Hunters vs. Farmers and Behavioral Assessment

- **Hunters** (competitive salespeople) generally have these hard-wired personality traits based on our highly predictive model:
- **ENTERPRISING:** Very high enterprising (Strong proactivity vs. responsiveness) – Enjoy the hunt more than the relationship
 - **ACHIEVEMENT:** Motivated strongly by challenge and/or money (quick sale vs. long-term sale), strong sense of urgency, like more commission vs. more salary
 - **INDEPENDENCE:** Are generally very independent – Care less about a team, and more about doing things on their own (doesn't want the process or other people to slow them down)

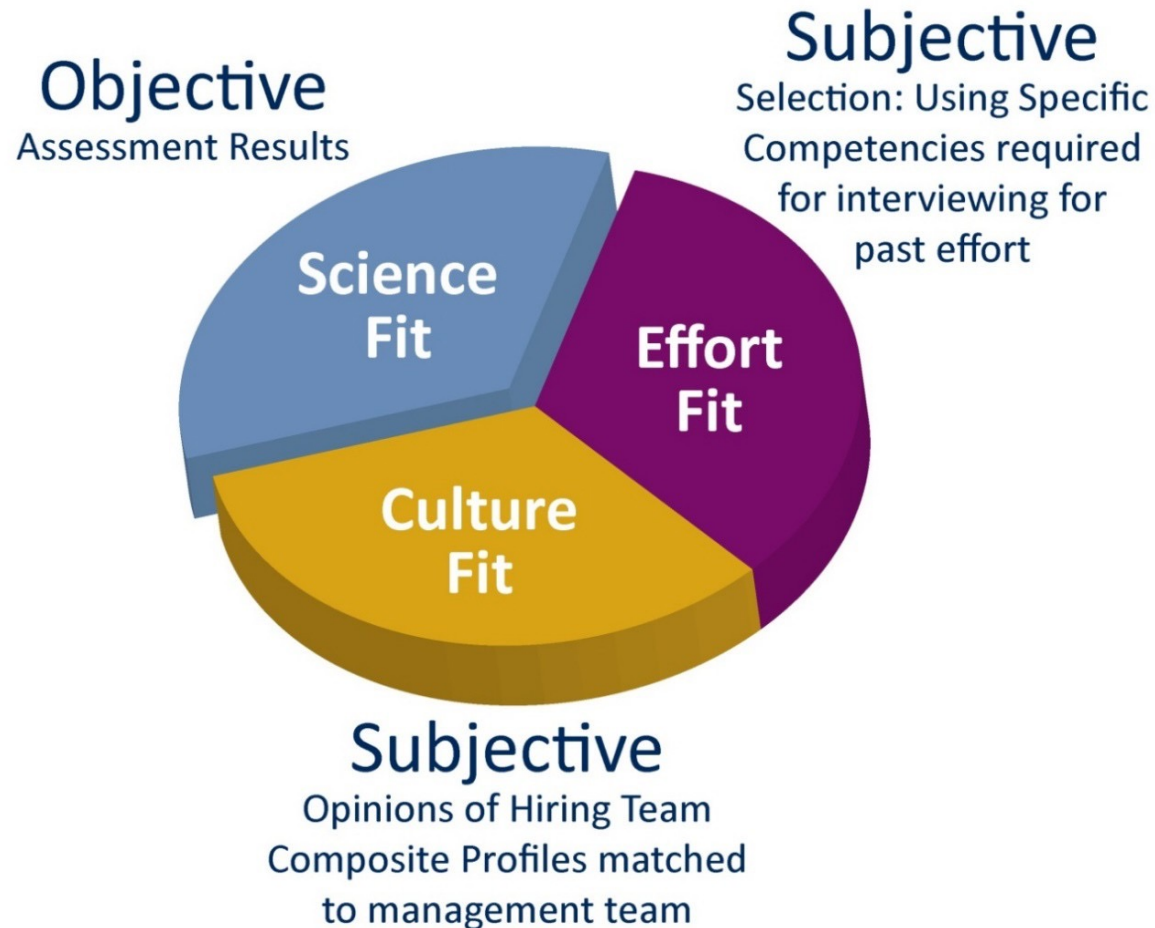
Hunters vs. Farmers and Behavioral Assessment

- **Farmers** (whom we generally refer to as Relationship or Consultative Salespeople) generally have these hard-wired personality traits:
 - **ENTERPRISING:** Balanced in enterprising – Still have enough enterprising to prospect, but like the relationship building over “just the hunt”
 - **ACHIEVEMENT:** Motivated more by the long-term trusting relationship where they can build a steady, long-term client (like the “service” side of the selling process”. And generally, like to work on a strong base salary and some commission
 - **TEAM-ORIENTED:** More balanced on independence...like working with others (clients and other sales professionals). Need more structure and feedback

The Opportunity with Hiring & Team Building

1. Predictor of Potential Assessment (PoP) – Smart Work | Network – Jane Allen
1. Predictive Index: Ignite Engagement – Rachael Reece
2. DISC Profiles: Bliss & Associates – Bill Bliss

Adding Science and Objectivity to Your Selection Process = Success in Hiring



Effort and Talent = High Performance



Self-Awareness

About **95%** of people *think* they have good self-awareness, whereas only about **10-15%** of us actually possess this.

Dr. Tasha Eurich

Organizational Psychologist

Levels of Self-Awareness

	Competence (Strength)	Incompetence (Stretch)	Awareness & Learning	Approach
LEVEL 1	Unconscious	Unconscious	None	None
LEVEL 2	Unconscious	Conscious	50%	Self-Doubter
LEVEL 3	Conscious	Unconscious	50%	Arrogant
LEVEL 4	Conscious	Conscious	100%	Self-Confident

Federal Grants



Home

Workforce Innovation and Opportunity Act Fact Sheet

Business Solutions Team

Job Seeker

Success Stories

Locations

SC Works Greater Upstate Partner Agencies

Business Partner Survey

Customer Service Survey

SC Works Greater Upstate provides multiple training incentives to local industry.

On the Job Training (OJT) grants are designed to assist employers with a wage subsidy during the training period, as an incentive to the employer to hire individuals who lack marketable skills for the current job market.

The Work Experience (WX) program is designed to provide job seekers having little to no work experience up to a twelve (12) week program where they work in a real-world job environment. This is intended to give them the opportunity to develop soft skills and work experience that can then be included in a resume for seeking work where experience is required or preferred by employer. All WX participants are paid SC Works Greater Upstate.



On-the-Job Training

SC WORKS

GREATER UPSTATE
BRINGING EMPLOYERS
AND JOB SEEKERS TOGETHER

AmericanJobCenter

Hire the right talent and save

Get reimbursed up to 50% of the costs to train new employees.

Growing your business is as simple as 1, 2, 3:

- 1 Tell Us Your Hiring Needs**
We'll ask you to provide some basic information about your business, the position(s) you need to fill, and any employee training you currently conduct.
- 2 Develop the Right Training Plan**
We'll provide you with a standard training plan for the position you need to fill. You can either use the training plan "as is" or work with us to customize it for your specific position. You'll use this as a guide to train your new employee(s).
- 3 Begin Training Within 1-2 Weeks**
Select hire from pool of eligible candidates or select the candidate of your choice, and you could begin training in as little as 1-2 weeks, following eligibility approval. Training may last up to 12 weeks. Candidate must be WIOA enrolled prior to hire.

Interested? Email jcsoby@scworksgreaterupstate.com

LOCATION

Serving Cherokee, Greenville, Spartanburg and Union counties
SC Works Greater Upstate
864-381-7130 (TTY 711)
www.scworksgreaterupstate.com

Employers eligible for

OJT reimbursement must:

Agree to hire enrolled WIOA OJT participant as a direct hire during the OJT agreement period

Offer permanent positions—

Some additional restrictions may apply.

Training period is determined based on individual trainee skills gap.

What is On-the-Job (OJT) training as defined by SC Works?

- ▶ Hands-on training that you design
- ▶ Provides up to 50% reimbursement to offset training costs
- ▶ An opportunity to train employees your way
- ▶ An investment in your company

What is the SC Works Incumbent Worker Training (IWT) Program?

- ▶ Funded by the Federal Workforce Innovation and Opportunity Act (WIOA)
- ▶ Provides funding for training needed in current businesses due to: Expansion, New Technology, Retooling, New Services or Product Lines, New Organizational Structuring or Part of Layoff Aversion Strategy
- ▶ Also available to fund new businesses if those jobs are eligible for assistance through Ready SC
- ▶ There is a 120-day waiting period for new or expanding businesses that displaced workers elsewhere in the United States.

SC Works Incumbent Worker Training (IWT) Program Solicitation Information

- ▶ Email, postal mail and in-person applications with original signatures are acceptable
- ▶ Send completed applications to Ms. Johnnie-Lynn Crosby
 - ▶ Email: jcrosby@scworksgreaterupstate.com
 - ▶ Postal Mail:
 - ▶ Ms. Johnnie-Lynn Crosby
Regional Director of Business Solutions
SC Works Greater Upstate
P.O. Box 3253
Spartanburg, SC 293043



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\$75,000**

TAAF can provide up to \$75,000 of U.S. government funds on a cost-share basis to fund strategically sound projects that improve a firm's competitive position.



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ELIGIBLE?**

This program is available to all U.S. manufacturing firms that have been in business for at least two years and have experienced declines in sales and employment due to import competition.



**Apply
NOW**

We can determine with one short worksheet whether or not your company is a good candidate for certification and project funds.

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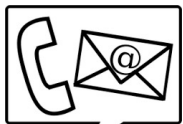
"On the other hand, if less is more we're doing great!"

Call to Action

How can I serve you?

- Call to speak about your scenario and opportunity
- Can demonstrate the various ways to help address your sales and growth needs
- Will offer a complimentary assessment or “diagnostic” on your current sales and business health

Contact Information:



You can reach me at robert@trustriveconsulting.com or 864.915.0171



Add me: Bob Stahlsmith | LinkedIn

A close-up photograph of two people in business suits shaking hands. The person on the left is wearing a dark blue suit jacket with three buttons on the cuff. The person on the right is wearing a grey pinstriped suit jacket. The background is blurred, showing more of the suits and a bright light source in the upper left corner.

THANK YOU!
Questions?

Power Questions

- Do you have a Sales Leader?
- Do you have a Sales team?
- Do you have a Sales process?
- Do you have Sales growth you can count on?