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Secret To Our
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Cloud Sales Management System

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Performance Development Strategy

Outbound Excellence - David Kalstrom - CEO - 602-770-0012
success@outboundexcellence.com - www.outboundexcellence.com



Our Profitable
Sales Growth System

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Profitable Sales Growth Strategies

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The Top 10%

**You Now Have
Recruited, Hired And Trained
The Top 10%
Of The Qualified Sales Candidates
In Your Job Market**



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A Signed Contract

**That Details The Specific
Performance Goals & Objectives
Each Sales Representative Has
“Agreed” To Achieve**



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Qualified Leads

**Provided Each Sales Representative
With A Book Of Qualified Leads
Complete With:**

- **Detailed Company Profiles**
 - **Confirmed Contacts**
- **Valid Business Reasons To Call**



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High Performance Expectations

**Reinforced The Expectation
Of Achieving & Maintaining
High Levels Of
Performance & Profitability**



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Provided Regular Call Coaching Sessions

Ensuring All Sales Representatives

- **Improve Their Tactical Selling Skills**
- **Understand Strategic Selling Concepts**



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Developed & Implemented - Account Development Tools That ...

- 1) Improved the Sales Organization's Ability To Increase The Profitable Sales Growth Of Their Active Buying Accounts**
- 2) Established Sales Development Initiatives For Each Account Manager Based On Their Performance & Individual Development Needs**
- 3) Provided A Follow-Up System To Ensure That Increasingly Higher Levels Of Account Management & Account Development Skills Are Being Achieved and Maintained**



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**With Those Elements Now In Place
It Is Time To Design & Implement
Your Performance Development Strategy**



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There Are Two Components To An Effective Performance Development Strategy

1) Ongoing Development

Daily Guidance & Leadership For Sales Representatives
Meeting Agreed Upon Performance Commitments

2) Situational Development

Performance Program Tailored
For Sales Representatives Unwilling / Unable To Meet
Agreed Upon Performance Standards



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Keys To Developing Effective Performance Development Strategies



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Obtain Agreement On Goals

**In The Interview Process Productivity & Performance Goals Are
Reviewed With Each Outbound Sales Representative**

**In The Hiring Process Each Sales Representative
Is Required To Sign An Agreement
To Achieve Specific Performance Goals**

**So The Foundation Stone
For Each Performance Development Session
Should Be The Review Of The Performance Agreement**



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Praise Over Performance

After Reviewing The Performance Agreement

**Congratulate
Each Sales Representative**

For Areas In Which Their Performance

**Exceeds Agreed Upon
Performance Goals**



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Discuss Underperformance

**Review Performance Areas
In Which Results Are Not Meeting
Agreed Upon Performance Goals**

**And Discuss Ideas
For Improving Performance
In These Underperforming Areas**



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Obtain Agreement - To Improve Performance

**The Sales Representative Must See
A Clear Benefit In Attaining Each Stated Goal**

**So Obtain Agreement
That Each Goal Is Important
& There Is Mutual Agreement
To Work Together To Achieve Each Goal**

No Agreement = No Improvement



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**Develop An Effective
Action Plan**

**The Level Of Success
Of Any
Performance Development Plan**

**Lies In The Effective
Development & Execution
Of The Action Plan**

An Effective Action Plan Will Include

- Initial Agreed Upon Goals
- Actual Performance To Goals
- Giving & Receiving Feedback
- Action Steps For Achieving Goals
- How Success Will Be Measured
- Timelines & Resources Required
- Commitments Of Development Mgr.
- Commitments Of Sales Representative
 - Scheduled Follow-Up Meeting
- Clear Expectations Of Expected Results To Be Achieved



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**Keep The Focus
On
“The Future”**



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Discussions That Focus On Past Problems & Behaviors

**Result In The Person Being Coached
Becoming Tense And Defensive**

**Leaving The Focus Of Their Feedback
On Justifying Their Behaviors And Actions**

**Rather Than On Positive Ideas
They Have For Improving
Their Performance**



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Developing Improved Performance “Execution & Follow-Up”

**Talking About Developing Improved
Performance Is Easy Because Talking Requires**

- **No Commitment**
 - **No Discipline**
- **No Leadership Skills**

**But Talking About Improving Performance
Without An Effectively Written Action Plan
& An Effective Follow-Up System**

**Is The Least Effective Method
For Achieving Improved Performance**

It's Also The Most Common

**97% Of The Time Sales Managers Work
On Developing Performance
The Method They Use Is:**

-
- **Verbal**
 - **On The Spot**
 - **No Written Action Plan**
 - **No Formal Follow-Up**

Benefits Of An Effective Follow-Up System

- 1. Ensures Action Steps Are Understood**
- 2. Ensures Actions Steps Are Executed**
- 3. Ensures Desired Results Are Achieved**
- 4. Allows For Modification Of Action Steps**
- 5. Provides Opportunity For Recognition**
- 6. Reinforces Commitment To Success**



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When Performance Coaching No Longer Works

**Sometimes No Matter How Bad You Want
A Sales Representative To Achieve Success**

**Or How Hard You Try In Working
With A Sales Representative
To Improve Their Performance**

**You Are Left With No Other Valid Option
Than To Terminate Their Employment**



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Why Salespeople Fail Even When You Try To Save Them

**They Lack Personal Development
In One Or More Of The Following Areas:**

- **Desire**
- **Courage**
- **Wisdom**
- **Focus**
- **Effort**
- **Discipline**
- **Skills**
- **Patience**



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Key Reasons Salespeople Fail

**They Have No Written Goals
Or A Defined Plan
For Achieving Their Goals**

**Their Ego Overrides Their Desire
To Listen And Learn From Others**

**They Become Selfish And
Care Only About What's In It For Them**



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Key Reasons Salespeople Fail

**Fear / Uncertainty / Doubt – Leads Them
To Blame Others Or Simply Give Up**

**They Refuse To Cope With Change
And Try New And Better Ways**

**They Lack An Understanding Of The Value
Of A Proven Sales System**



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Protecting Your Investment In Terminated Sales Representatives



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For Those Times When You Are Forced To Terminate A Sales Representative

The Next Step Of Your Sales Management System

Account Transition Strategy

Will Protect Your Investment In Terminated Sales Representatives



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After viewing the **Performance
Development Strategy** Section of our
Cloud Sales Management System.

If you have any questions or would
like to discuss how our New! Sales
Management System can Increase
your Sales Performance
Please give us a call....

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