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Cloud Sales Management System

[Click Here to View](#)

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Performance Monitoring Strategy

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



Our Profitable
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Performance Monitoring Strategy “A Window Of Understanding”

The Only Way To Understand Exactly What’s Happening

**Within Your Outbound B2B
Sales Organization & Within The
“Sales Growth Strategy“
Designed To “Govern” It**

**Is Through A Properly Designed, Executed & Supported,
Performance Monitoring System**



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“A Constant Pulse”

**Properly Developed & Implemented
The Performance Monitoring Component
Of Your Sales Growth Strategy**

**Maintains A Constant Pulse On Each Person,
Process And Productivity Measurement
Within Your Sales Organization**

**Ensuring Profitable Sales & Customer
Growth Performance Is Achieved & Maintained**

“Problem Diagnosis”

**If There Is A Problem
Within The Design Of A Process**

**Or The Way A Process Is Being
Executed Or Supported**

**A Properly Developed
Performance Monitoring System**

**Will Quickly & Clearly
Identify Potential Performance Areas
& What Needs To Be Done To Correct Them**

“Key Performance Metrics”

**An Effectively Developed
Performance Monitoring System
Will Accurately Measure The**

- 1) Productivity**
- 2) Performance**
- 3) Customer Satisfaction**

Of The Outbound Sales Organization



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Sales Force Productivity

**Is The Sales Organization's Ability
To Maximize The Utilization Of Its
Resources
(e.g. time, effort, people and money)**



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Sales Force Performance

**Is The Sales Organization's Ability
To Maximize Its Rate & Profitability
Of Return
On Its Customer Contact Efforts**



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Customer Satisfaction

**Is The Sales Organization's Ability
To Provide Profitable Solutions
That Effectively Meet
Target Customer Needs**



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The Results Achieved When A Sales Organization's Efforts Are Effectively Monitored

- 1) Prospects & Customers Are Managed & Developed Properly
- 2) Company Solutions Are Represented Properly
- 3) Sales Force Productivity & Performance Are Maximized
- 4) Continuous Profitable Sales & Customer Growth Are Achieved & Maintained

Performance Monitoring - "Profitable Ideas"

1) Use A Web Based System

To Monitor Individual & Team Performance

Allowing Salespeople To View & Study

Their Performance From Home

2) Add A Quota / Compensation Calculator

That Allows Salespeople To Easily Determine

Extra Income For Extra Effort

**3) Provide On Going Personal & Professional
Goal Setting & Goal Achievement Training**

**4) Add Motivational Goal Setting Quotes
To All Performance Monitoring Reports**

**5) Relentlessly Reinforce The Value
& Importance Of Establishing & Attaining
Personal & Professional Goals**

**6) Salespeople Are Wanderers By Nature
- They Will Wander Away 33% Of Their Time
If Not Monitored Effectively**



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Achieving & Maintaining Profitable Sales Growth Requires Continuous Reinforcement

**It Is Important To Remember That
“Performance Requirements”
Are To Be Clearly Stated In The Job Description
Then Reviewed With Each Sales Representative
As Part Of The Recruiting Process
And Agreed On & Signed
By Each Sales Representative
As Part Of Their Hiring Agreement**



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The Importance Of Setting Proper Performance Expectations

Establishing Performance Standards

At The Hiring Stage

Solidifies The Foundation

Of The Credibility & Trust Needed

To

Effectively Monitor & Develop

Sales Performance



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**Performance Monitoring Processes
That Achieve Profitable Performance Results**

**Here Is A Sample
Of One Of Our
Most Popular & Profitable
Performance Monitoring Processes**



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An “Ideal” Bundled - Performance Monitoring Solution

**This Performance Monitoring Report Is Part Of A
“Bundled” Performance Monitoring System**

**That Is Ideal For Virtually “Any”
Outbound Sales Organization**

**From A “Start-Up” To A Sales Organization
That Has Already Proven Its Ability**

**To Achieve Profitable Sales & Customer Growth
Performance**



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The Challenges Remain Constant

**This Particular Report Is Effective
Because It Reflects The Broadest Range Of
Challenges That Have Faced Outbound
Sales Organizations Over The Past 12 Years**

**They Also Happen To Be The Same Obstacles
& Challenges Facing Most Outbound B2B Sales
Organizations Today**

**In Their Efforts To Achieve & Maintain
Continuous Profitable Sales Growth**



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Visualizing - Changing Performance Trends

**A Second Key Value Of This
Performance Monitoring Solution**

**Is That It Translates Changing Trends
Into Color Coded Graphs**

**That Provide Visual Identification
& Explanations Of The Factors**

**That Are Influencing Sales, Profits & Customer Growth
In Both Negative & Positive Manners**



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**Providing “Higher Impact” Topics
For Analysis & Discussion
At
Departmental & Companywide
“Results Improvement Meetings”**



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Historical Performance Analysis

**An Additional Component
Of This “Bundled”
Performance Monitoring Solution
Transitions Monthly
Performance Data & Trends
Into A Quarterly
Performance Monitoring Report**



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Historical Performance Analysis

**Allowing An Enterprise
To Identify, Compare & Analyze
Current Changes In The Performance
Of Any Key Influencer
Against Those Of The Last Quarter(s),
Or Over The Past Year(s) Of Performance**



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**Therefore Eliminating A Number
Of The “Great Unknowns”
That Have Complicated
The Decision Making Process
In The Past**



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Monitoring & Pursuing Excellence

**During Steady Times
You Can Work On Improving**

**Over Performing
As Well As Under Performing
Components Of Your Sales Strategy**



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Peak Performance Periods

During Peak Performance Periods

**You're Able To Identify Areas Allowing Your Organization
To Earn Market Share From Competitors**

So You Can “Laser Focus” Your Organization’s Efforts

**On Developing & Executing Strategies
That Will Accelerate Market Share Growth During Those
Brief And Infrequent “Windows Of Opportunity.”**



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Net Loss / Gain In - Active Buying Customers

Our Second Most Popular
Performance Monitoring Report Effectively Monitors
Net Loss / Gain In Active Buying Customers

You'd Be Amazed At The # Of Companies
That Spend Excessive Money
To Attract New Buying Customers

Only To Discover That They Are Losing
More Active Customers On The Backend
Than They Are Acquiring On The Front End



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After viewing the **Performance
Monitoring 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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