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Secret To Our
Success

Our Systematic
Approach

Introduction to
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How We Improve
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12 Steps To
Profitable Sales
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Cloud Sales Management System

[Click Here to View](#)

[a Presentation of the](#)

Termination 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

Outbound Excellence
877-337-2674
602-770-0012
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Expect High Turnover

**An Unfortunate Aspect
Of Outbound B2B Sales
Is The High Rate Of Turnover
With An Industry Average
Over 50% Annually**



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Prepare For Turnover

**Although It Must Always Remain
A Primary Objective Of An Organization's
Leadership Team To Reduce Turnover**

**An Organization
Must Be Prepared For Turnover
When It Does Occur**



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Plan For Turnover

**There Are Companies Today
That Have Experienced Turnover
Of Hundreds Of Salespeople**

**And To This Day Do Not Have An Effective
Account Transition Strategy In Place**

**To Ensure The Profitability
Of Transitioned Accounts
From Terminated Salespeople Is Maintained**



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Account Transition Policy

The Transitioning Of “Free Commission”

Active Buying Accounts

From Terminated Sales Reps ...

To Sales Representatives

With More Tenure

But With A Much Poorer Work Ethic

Than The Newer, Yet More Driven,

Harder Working & Oftentimes

More Deserving Representatives



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Account Transition Policy

**Is One Of The Most Common
& Most Profit Inhibiting Mistakes
Made In Sales Organizations Today!**

**See Our Section On Developing
A Profitable Account Transition Strategy
& Learn How To Turn This
“Profit Inhibitor” Into A “Profit Accelerator”**



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Monitoring Transitioned Accounts

**Many Years Ago We Developed A
Performance Monitoring Process**

**That Tracked The Changes In Revenue
From Active Buying Customers
After Their Re-Assignment To A New Account Manager**

**As A Result Of
The Previous Account Manager's Termination**



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Down The Profit Drain

In A Typical
Outbound B2B
Sales Organization

Accounts Transitioned
To A New Account Manager
As A Result Of A Termination
Will Decrease In Margin Dollar
Performance By 35%



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Retaining Bad Hires

**This Is One Of The Key Reasons
“Why” Organizations “Do Not” Terminate
Sales Associates**

**Even When They Are Detrimental
To The Organization’s Performance & Culture**



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How To Protect Your Investment

**The Same Accounts That Will Decline
By A Minimum Of 35%**

**When Transitioned To A New Account Manager
As A Result Of A Termination**

Under An Average Account Transition System

**Will Increase By An Average Of 15%
Using An Outbound Excellence
Account Transition Solution**



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After viewing the **Termination
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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