
#SALESSTACKUP OCTOBER 2015

BUILDING GREAT SALES TEAMS

Sloane Barbour, Regional Sales Director, Motion Recruitment Partners

WHO AM I?


- › 10 Years Sales Leadership Experience
- › Run the Top Rated Recruiting Agency in NYC
- › Lead a 55+ Person Team
- › Co-developed Intensive Internal Sales Training
- › Develop all Sales Leadership Organically
- › Experience Building Teams in Chicago, LA, NYC
- › Founded a 50,000 Person National Event Series
- › Recruited and lead YEB at Non-Profit C/I
- › Graduated with a Degree in Sales + Business

JOBSPRING
New York

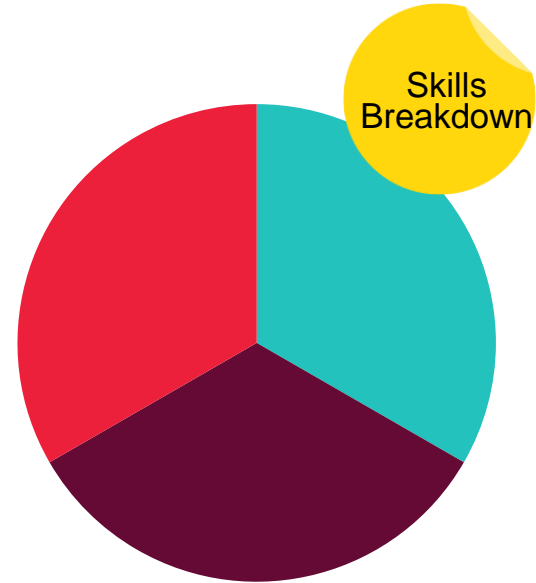


<tech>
in motion

INTRODUCTION

	 Knewton	
		
	 A GANNETT COMPANY	 Mercedes-Benz

Clients!



■ Direct Sales ■ Leadership ■ Training

JOBSPRING

WORKBRIDGE

SEVENSTEP

*<tech>
in motion*

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DEFINING SALES

“The capacity to sell isn’t some unnatural adaptation to the merciless world of commerce. It is part of who we are” – Daniel Pink, To Sell is Human



Sales is:

- | | | |
|------------|---------|-----------|
| Talking | Guiding | Effecting |
| Listening | Pushing | Moving |
| Persuading | Closing | Yelling! |
| Writing | Leading | Crying |



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ORG CHARTS AND SALES PROCESS

“The key is to be strategic *and* human - to be strategic by *being* human” – Daniel Pink, To Sell is Human

UNDERSTANDING SALES ROLES

BUSINESS DEVELOPMENT

Understand and define your market

Develop sales channels and partnerships

Research competitors and generate demand

Focus on longer sales cycle

DIRECT SALES

Prospects for direct sales leads and decision makers

Schedule meetings via cold calls, networking, referrals

Conduct demos and sales pitches in person and on phone

ACCOUNT MANAGER

Guarantee customer engagement and success

Upsell customer on new products and services

SALES PHILOSOPHY AND TOOLS

LEADERS LEAD

Sales Managers should be top individual performers first

Do what I do, not what I say

Incentivize individual performance in comp plan

REPEAT AND IMPROVE

Find a method that works for you and don't stray from it

Focus on incremental but constant improvement

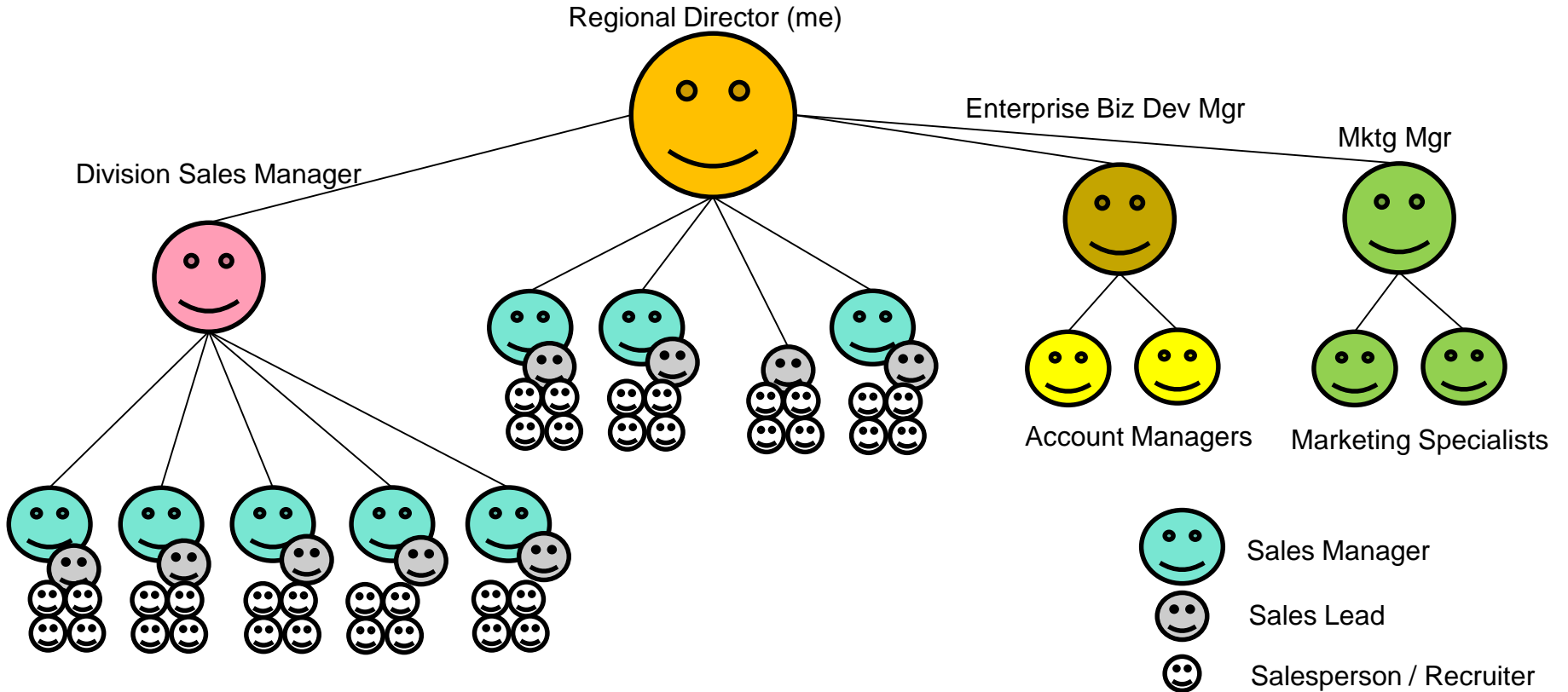
KEEP IT SIMPLE

Volume trumps everything – contact sport

Email and Calendar is as simple as it gets

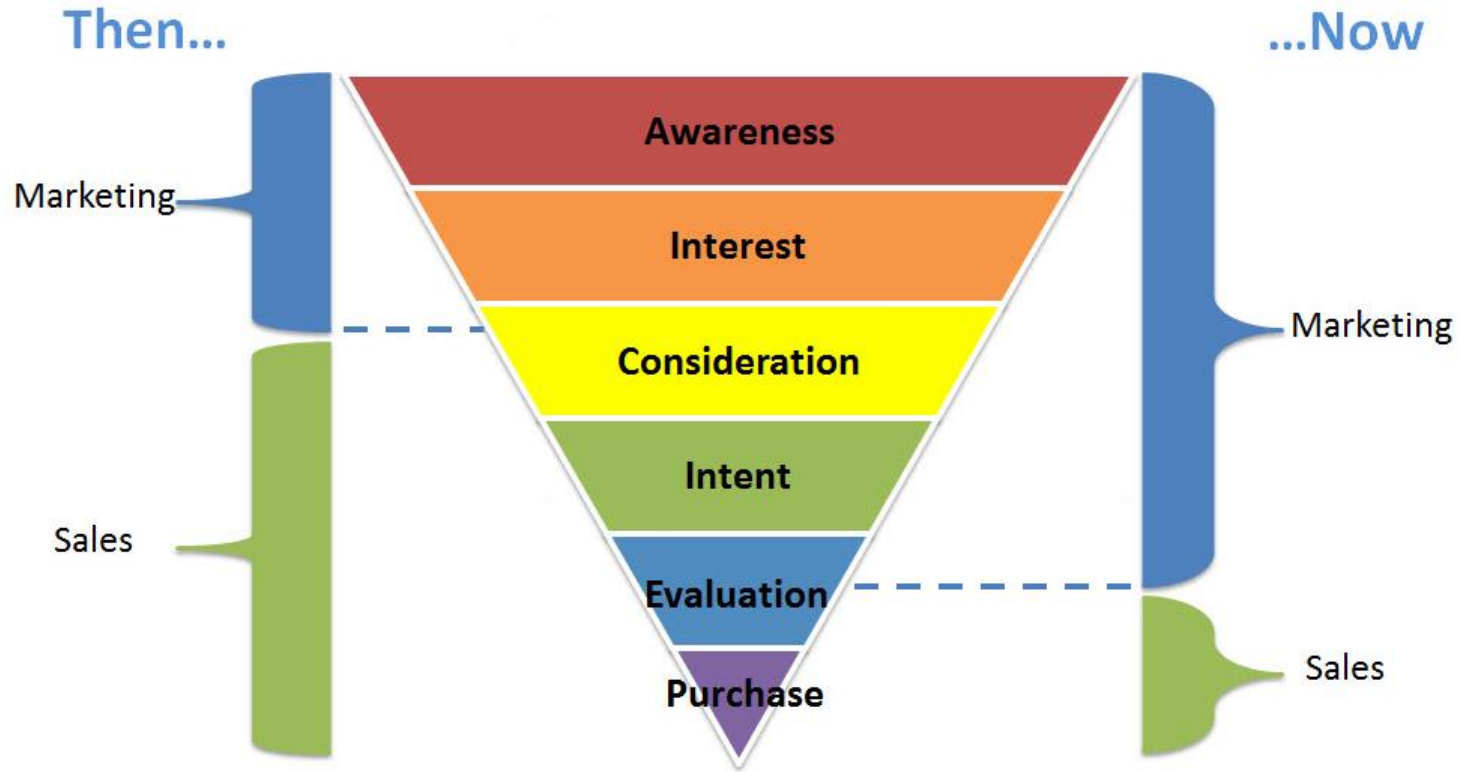
Focus on sales methodology over tools at first

MY ORG CHART



HOW TO APPROACH THE “NEW” SALES FUNNEL

12

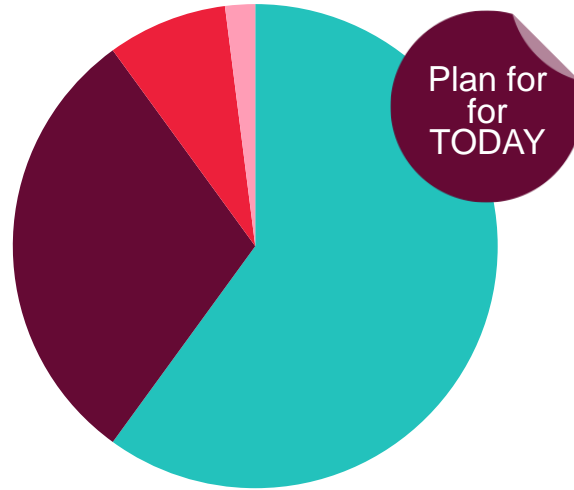


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SOURCING & IDENTIFYING SALES TALENT

“I’m a hustler baby, I just want you to know” – Pharrel / Jay Z

WHERE ARE YOU AT...TODAY?



■ Todays Job ■ Tomorrows Job ■ Next Months Job ■ Next Years Job

QUALITIES I HIRE FOR

GRIT

*courage and resolve;
strength of character.*

*"he displayed the true grit
of the navy pilot"*

POTENTIAL

*latent qualities or abilities
that may be developed
and lead to future success
or usefulness.*

*"a young broadcaster with
great potential"*

EXPERIENCE

*practical contact with and
observation of facts or
events.*

*"he had already learned
his lesson by painful
experience"*

WHERE SHOULD I LOOK?

PLANT SEEDS

Monster

Craigslist

Meetup.com

Messageboards

Alumni

NETWORK

*Former companies and
colleagues*

Attending meetups

Industry Events

Trade Shows

RECRUIT

LinkedIn – Recruiter

Cold Calls

Cold E-mails

Kevin Bacon

THE IDEAL HIRING PROCESS

FIRST ROUND - SCREEN

Communication Skills

Research

“Tell me about yourself”

Asking for Interview

Would I buy?

SECOND ROUND - SELL

Tell them your story

Explain the vision

Find the “square pegs”

Introduce to partners

Have them call you

FINAL ROUND - CLOSE

Written Correspondence

Mock Sales Presentation

Meet the team

Wait for the ask

Offer in person

What ?'s
would you
ask?

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TRAINING NEW SALES PEOPLE

“Like it or not, we’re all in sales now” – *Daniel Pink, To Sell is Human*

TRAINING IS YOUR JOB

LEADERSHIP

Showing people how to do the job through

Inspiring people to follow you “into the abyss”

MANAGEMENT

Setting and holding people accountable to goals

Hiring, firing, discipline, HR “stuff”

TRAINING

Functionally showing someone how to do their job – step by step

Developing programs, curriculum, and models

DEFINE YOUR SALES CULTURE

LEAD WITH YOUR EARS

The best salespeople aren't the smooth talking car salespeople our mind conjures – they are great listeners who take the time to understand customer needs, and create solutions specific to those needs

COMMUNICATE VALUE

The best salespeople have tremendous customer loyalty. To sell well is to convince someone to part with their resources – but not with the goal to deprive them, but to leave them better off in the end.

CREATE ACTION

The best salespeople are almost never satisfied. There is always more to do – the job is never done. And to leave a call or meeting without defined next steps is a cardinal sin.

ONE STEP AT A TIME...

A yellow rectangular sticky note with a folded bottom-right corner, containing the text 'INTRO'.

INTRO

ONE STEP AT A TIME...



INTRO



MOTIVE

ONE STEP AT A TIME...



INTRO



MOTIVE



NEEDS IDENTIFICATION

ONE STEP AT A TIME...

INTRO

MOTIVE

NEEDS IDENTIFICATION

**PITCH THE
SOLUTION**

ONE STEP AT A TIME...

INTRO

MOTIVE

NEEDS IDENTIFICATION

**PITCH THE
SOLUTION**

CLOSE

CREATING A FEEDBACK LOOP

LEADERSHIP

Showing people how to do the job through

Inspiring people to follow you "into the abyss"

Management

Setting and holding people accountable to goals

Hiring, firing, discipline, HR "stuff"

TRAINING

Functionally showing someone how to do their job – step by step

Developing programs, curriculum, and models

CREATING ACCOUNTABILITY

GOAL SETTING

Set them

Check in

Push

Hold accountable

Raise the bar

INSPIRE VISION

*How are they impacting
the business?*

*How are they impacting
their career and others?*

DEMAND RESULTS

*Utilize “KKP” to train your
sales leaders to motivate
their staff*

*Understand the
importance of setting*

Do not hesitate to fire fast

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BUILDING HIGH PERFORMANC E CULTURE

“I don’t give a fuck how well trained you are, if you don’t bring me half a million dollars in the next quarter I will put a bullet in your head” – *Mark Cranney, Partner @ Andreessen Horowitz*

WHAT MOTIVATES SALESPEOPLE

Income potential

People usually think this is the easy part – but it's actually the hardest...why?

CHALLENGE / COMPETITION

Keeping people challenged and motivated is crucial – how do you keep someone challenged while simultaneously they feel successful?

RECOGNITION AND CAREER ADVANCEMENT

Most top salespeople want to take on more. Some yearn for power – or simply being in the spotlight.

#SalesStackup – November 2015

THANK YOU!

“Leadership is the ability to get someone to follow you, if only out of curiosity” – Colin Powell, former Secretary of State