



HIGH PERFORMANCE SALES ORGANIZATION

Characteristics of The High Performance Sales Organization

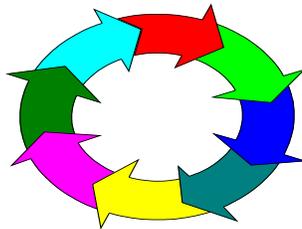




Characteristics of the High Performance Sales Organization:

By Joel Sparber

- ⇒ Strong Sense of Purpose, Direction & Teamwork
- ⇒ High Standards for Hiring Sales People
- ⇒ Expect High Results
- ⇒ Frequent Feedback on Performance
- ⇒ Reward Excellence
- ⇒ Emphasize Planning
- ⇒ Demand Professional Growth



Results:

- Competitive Edge
- Increase Revenues
- Control Costs
- Improve Profits

Strong Sense of Purpose Direction and Teamwork:

To build a high performance sales organization focused on exceeding quota, each member of the team must clearly understand the purpose of the organization, the target market, and the corporate values toward employees and customers. Employees must believe in the company mission, and understand where individual effort will truly make a difference toward mutually beneficial positive results.

Individuals will be motivated to over achieve if they feel they are part of something special, (the best team in the Region in the best company in the industry....) and if they are recognized and rewarded for their unique individual contributions.

Set High Standards for Hiring Sales Professionals:

Training on how to recruit, interview and hire the right people is essential to our success. We must hire people who are challenged by our fast paced, ever changing start up environment. Interview guides along with detailed Position Profiles help us hire people with the knowledge, skills, abilities and attitudes for success in this environment. Turnover is reduced, productivity improved, profitability increased, and team spirit is high when the right people are hired.

Expect High Results:

Each member of the team is expected to work hard and produce measurable results. Quota is clearly defined. The team and each member of the team is held accountable to meet specific quotas on activity, number of new accounts, estimated services revenue from new accounts and revenue fulfillment. Expected results are clearly defined and consistently measured.

Frequent Feed Back On Performance:

The skills, activity level and attitude for success are clearly spelled out in the Position Profile. Weekly meetings with management help the sales person know where they stand with job performance, and what we all can do to improve. Feedback is positive, not threatening, behavior is addressed in terms of what they can start doing, stop doing or continue doing. Consistent positive feedback and support is a key to achieving high performance and minimizing turnover.

Reward Excellence:

There are high performers, people that meet quota, and those below quota. The high performers are recognized and rewarded for their contribution to the team's success. Recognition is essential to maintain the level of energy and motivation required for sales success. Recognize the professional actions/behavior and the results will be positive.

Emphasize Planning:

The sales person needs to know where to focus selling effort; the Company needs maximum market penetration by the sales team. The sales teams will be assigned geographic territory divided by zip codes, or specific accounts or vertical markets. The key is to systematically contact every prospect in our target markets. This keeps us focused on the right markets and helps us identify and respond to competition. The sales person must manage the territory as if it was his or her own franchise. Prospects are divided by revenue. *A level* prospects are the highest potential, and typically the longest sell cycle, *B level* are mid-size, and *C level* are the smallest and quickest sales.

We strive to convert prospects into long term customers. We want customers to perceive us, as business partners not just a vendor. We must understand their needs, provide reliable cost-effective solutions and surround them with professional personalized service from outstanding people.

Additionally, the sales person can form networking and lead clubs in each territory. Referral business results from well managed territories and satisfied customers. Territory management keeps sales people focused, identifies market potential, competitive activity, and produces efficient market penetration.

Demand Professional Growth:

Success oriented people want ongoing training to improve their performance. We must provide product, sales and sales management training. Weekly sales meetings are an opportunity for sales people to conduct product or sales training sessions for their peers. It is more difficult to present to your peers than it is to prospects. Plus, this allows the sales people to be proactive in their training process. It is critical for the company to provide ongoing professional development programs. It proves the company's commitment to its people, and increases the performance level of the sales team. Our commitment to toward a professional selling effort is a major competitive advantage. We will compete with larger companies and focus on selling value, not just price.

A professional, motivated high performance sales organization will provide us with a competitive advantage. People are truly our most important assets in this competitive, service oriented market. Positive sales leadership enables our sales team to be trained and equipped with the knowledge attitude and products to win in a highly competitive environment. We must be fast, flexible, and innovative to respond to the dynamic product demands of our market.

Sales teams focused on realistic business goals, provided the know-how for success, rewarded and recognized for results, will be motivated to win.

The investment in a high performance sales organization will yield a highly valuable customer base we own and control.