



Sales Managers Forum

Session 2

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Session 2

- Table 2 presents to the group
- Video - http://www.youtube.com/watch?v=8kZg_ALxEz0



A decorative graphic on the left side of the slide consists of several thick, orange arrows. Some arrows are straight and point to the right, while others are curved, looping back or pointing in different directions, creating a sense of movement and flow.

Workshop Objectives

- ✓ Sales rep analysis
- ✓ Discuss some of the challenges of hiring and recruiting good sales people
- ✓ Where are the best places to find good sales people
- ✓ How do ensure their success.
- ✓ Discuss best interview practices

What Makes a Bad Salesperson?

- ✗ Poor or non-existent planning and preparation
- ✗ Poor thought-out questions
- ✗ Scripted, stock presentations, not aligned to business needs
- ✗ Poor or no prospecting system
- ✗ Poor or no commitment to personal development



What Makes a Good Sales Person?

- ✓ Passion for the Product
- ✓ Great Listening Skills
- ✓ Understanding Early Adopters
- ✓ Perfect Execution
- ✓ Being Trusted by the Customer
- ✓ Bottom Line: Can They Get the Order?



Personality Traits of Good Sales People

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- ✓ Modesty
 - ✓ Conscientiousness
 - ✓ Achievement Orientation
 - ✓ Curiosity
 - ✓ Lack of Camaraderie
 - ✓ Lack of Discouragement
 - ✓ Lack of Self-Consciousness

Where Do You Find the Good Ones

✓ Linked in

✓ Referrals

✓ Competitors

✓ Clients

✓ College/Universities

✓ Passed Employers



How Do You Incent Them to Succeed

- ✓ Money
- ✓ Training
- ✓ Career Development
- ✓ Time Off
- ✓ More Responsibility
- ✓ More Accounts



Key Interview Metrics

- ✧ http://www.youtube.com/watch?v=5KV2rxpQ_Js
- ✧ <http://www.youtube.com/watch?v=rmOsKHguAE0>
- ✧ http://www.youtube.com/watch?v=y_bsMGsBjWc

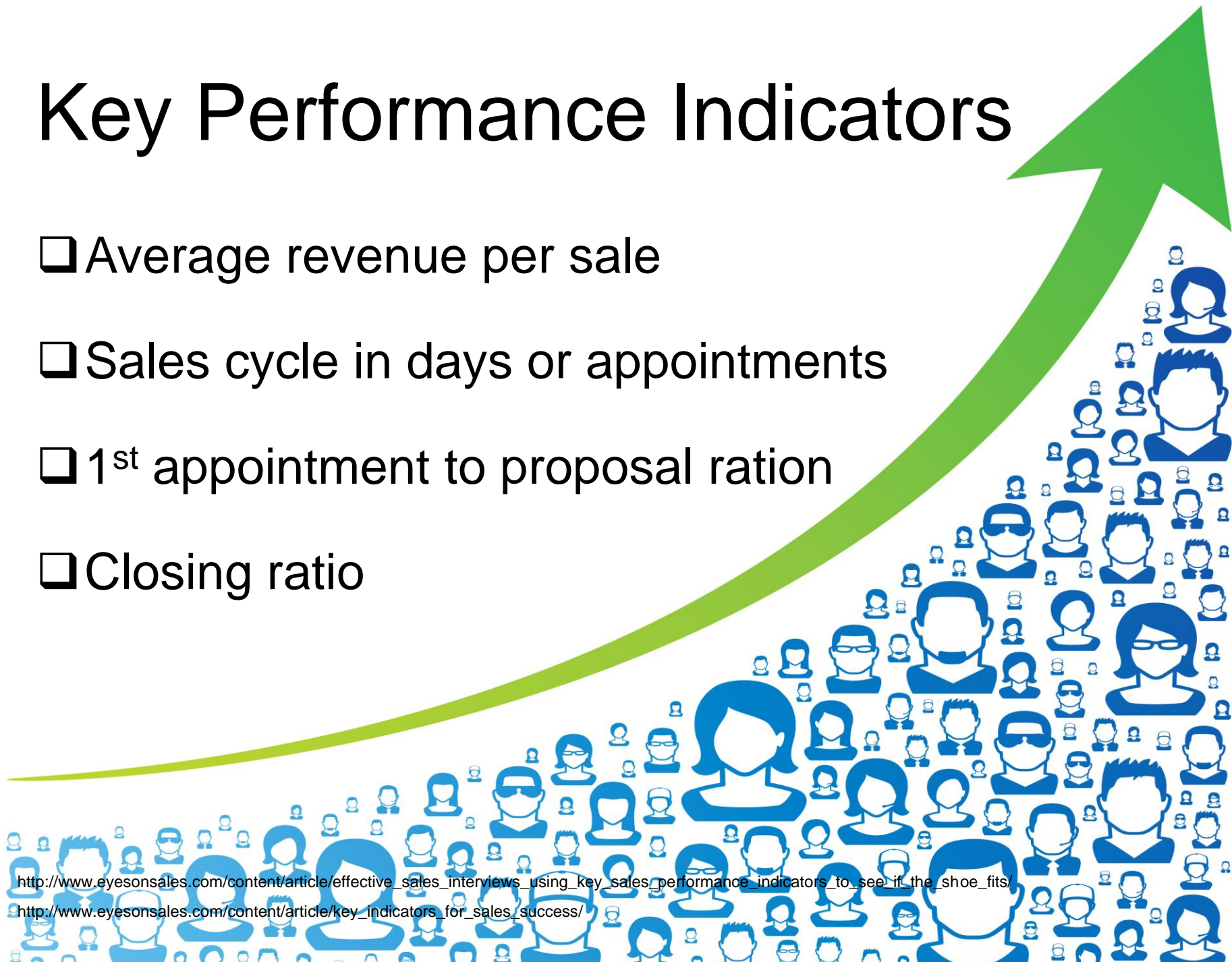


Why Do Sales People Fail

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- Poor Job Fit
 - Poor Management
 - Laziness
 - Short-Term Mentality
 - Lack of Follow up and Service Orientation
 - Focusing on costumers they are most comfortable with
 - No Plan
 - Lack of Organizational Skills
 - Inability to Multi-task
 - Poor Training
 - Bad support from company

Key Performance Indicators

- ❑ Average revenue per sale
- ❑ Sales cycle in days or appointments
- ❑ 1st appointment to proposal ration
- ❑ Closing ratio



http://www.eyesonsales.com/content/article/effective_sales_interviews_using_key_sales_performance_indicators_to_see_if_the_shoe_fits/

http://www.eyesonsales.com/content/article/key_indicators_for_sales_success/

Group Task

1. Each table brain storm interview questions for a sales person position
2. Decide which are you top 5 questions



Group Task Part 2

Come up with 3 questions you would like to ask that you can't because of legal implications or are afraid to.



Group Task Part 3

Each person will interview someone over the lunch break and when we come back we will decide if they would make a good sales person or not based on their answers.

