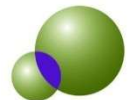


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Sales Force Optimization

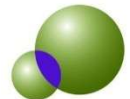
The companies that focus on optimizing the abilities of the Sales Team and treat their salesforce like any other asset or production process are the companies to outperform their competitors.

Tony Kanak 267-678-6119 tony@salesevolution.com



Agenda

- 1) Overview
- 2) People
 - Evaluating People
 - Finding People
- 3) Sales Management
- 4) Sales Process
- 5) Sales Audit
- 6) Where to go from here



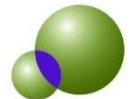


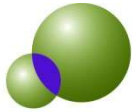
Research Report

Rethinking the Extraverted Sales Ideal: The Ambivert Advantage

Adam M. Grant

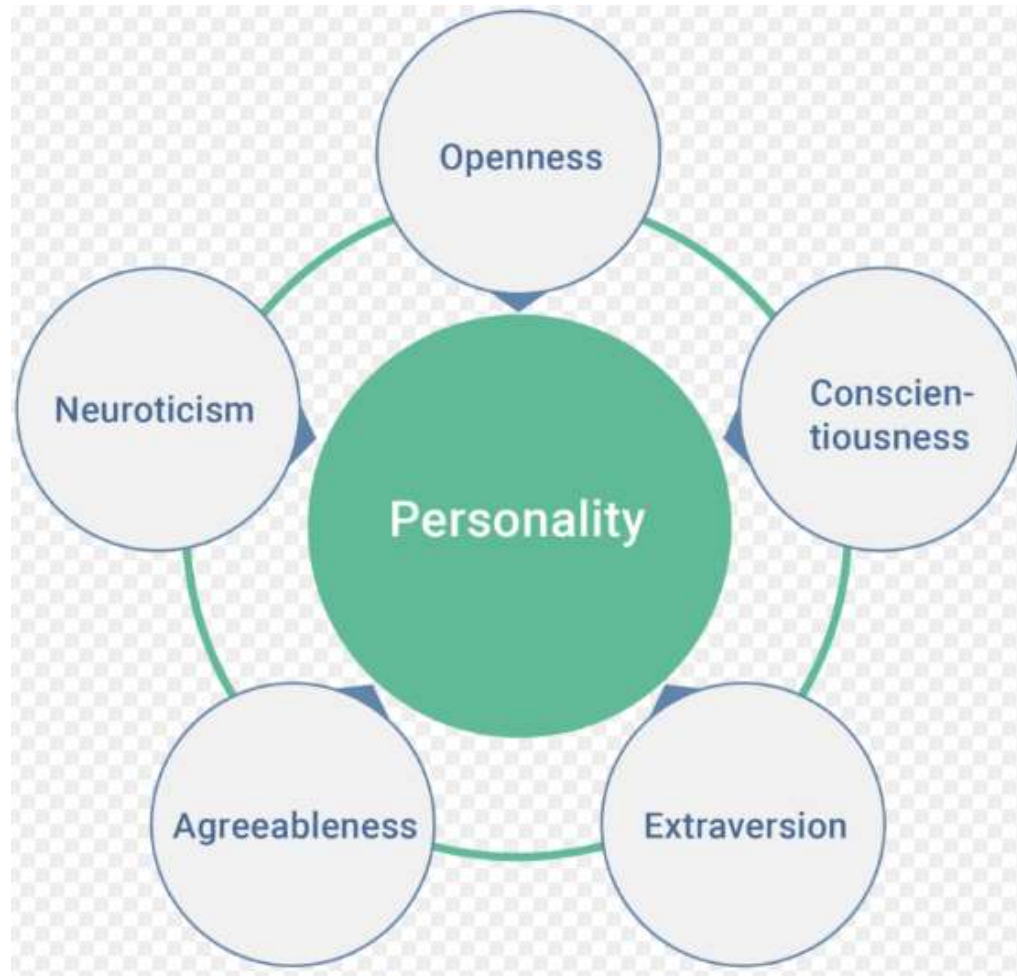
The Wharton School, University of Pennsylvania

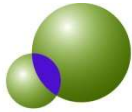




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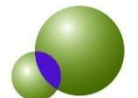
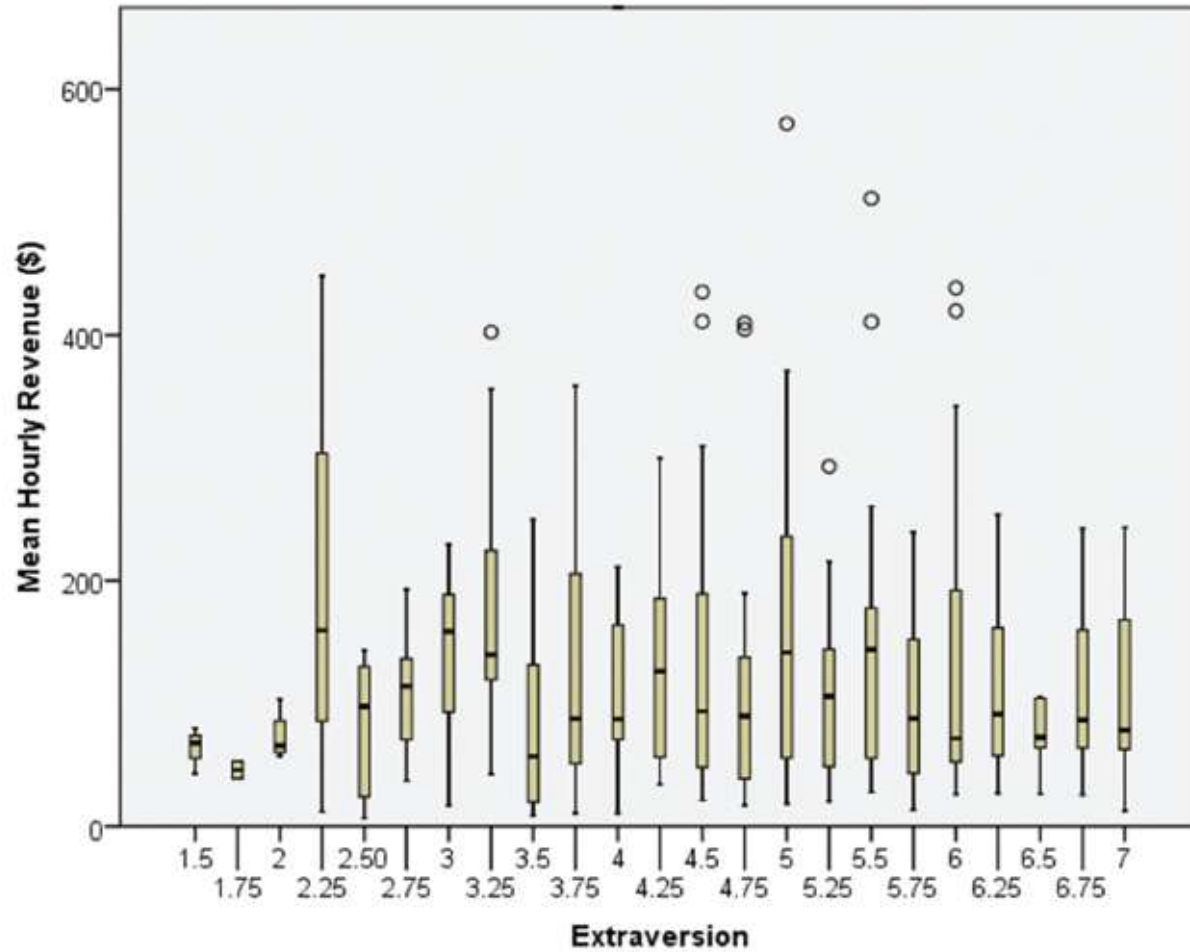
GUESS FREE SELLING

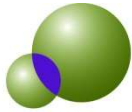




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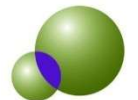
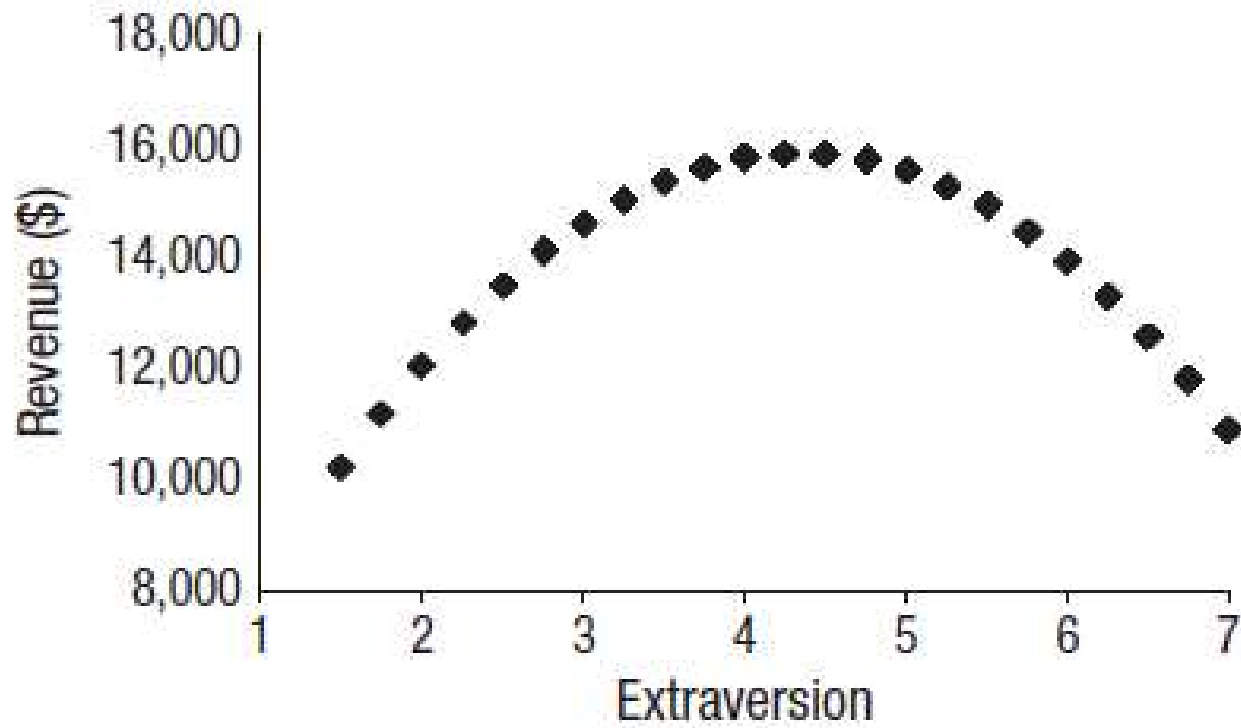
GUESS FREE SELLING





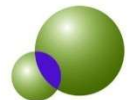
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GUESS FREE SELLING



Evaluating People DISC

- D Dominant
- I Influencer
- S Steady Relator
- C Compliant



Evaluating Sales People through Testing

Participant Net Score	Probable Outcome
0 to Plus 15	avg probability of avg performance
Plus 16 to Plus 35	noticeably above average performance
Plus 36 and above	outstanding should result in exceptional performance

NOTE: If there are 4 or more areas of concern it negates the expected performance above



Interpersonal Traits

Trait Name	1	2	3	4	5	6	7	8	9	10
Sociability										
Recognition										
Conscientious										
Exhibition										
Trust										
Nurturance										
Group Average										

Organizational Traits

Trait Name	1	2	3	4	5	6	7	8	9	10
Alertness										
Structure										
Order										
Flexibility										
Creativity										
Responsibility										
Group Average										

Dedication Traits

Trait Name	1	2	3	4	5	6	7	8	9	10
Ambition										
Endurance										
Assertiveness										
Boldness										
Coachability										
Leadership										
Group Average										

Self-control Traits

Trait Name	1	2	3	4	5	6	7	8	9	10
Self-confidence										
Composure										
Tough-minded										
Autonomy										
Contentment										
Control										
Group Average										



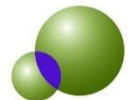
<p align="center"><u>Interpersonal Traits</u></p> <p>Sociability: 10 = +4 Recognition: 8 = +4 Conscientious: 7 = +2 Exhibition: 10 = +4 Trust: 7 = +2 Nurturance: 10 = +2</p> <hr/> <p>Group Total: +18</p>	<p align="center"><u>Organizational Traits</u></p> <p>Alertness: 8 = +2 Structure: 7 = +2 Order: 7 = +2 Flexibility: 10 = 0 Creativity: 10 = 0 Responsibility: 6 = +2</p> <hr/> <p>Group Total: +8</p>
<p align="center"><u>Dedication Traits</u></p> <p>Ambition: 7 = +2 Endurance: 9 = +4 Assertiveness: 10 = +4 Boldness: 10 = +4 Coachability: 3 = -5 Leadership: 10 = +2</p> <hr/> <p>Group Total: +11</p>	<p align="center"><u>Self-control Traits</u></p> <p>Self-confidence: 8 = +2 Composure: 10 = +4 Tough-minded: 7 = +2 Autonomy: 9 = 0 Contentment: 10 = +4 Control: 4 = -2</p> <hr/> <p>Group Total: +10</p>

<u>Position Summary Data</u>		
Desirable: 8	Interpersonal: +18	Participant's Net Score: +47
Favorable: 11	Organizational: +8	Key Characteristics: +34
Neutral: 3	Dedication: +11	
Caution: 1	Self-control: +10	Objectivity: 24 of 30
Concern: 1		Accuracy: 30 of 30



Finding the Right People

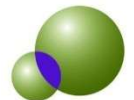
"Gary's pretty good with customers and seems to like to talk a lot – let's move him into sales....."





Making the Right People

"When it comes to selling it's not about who they are, it's about what they can become...."

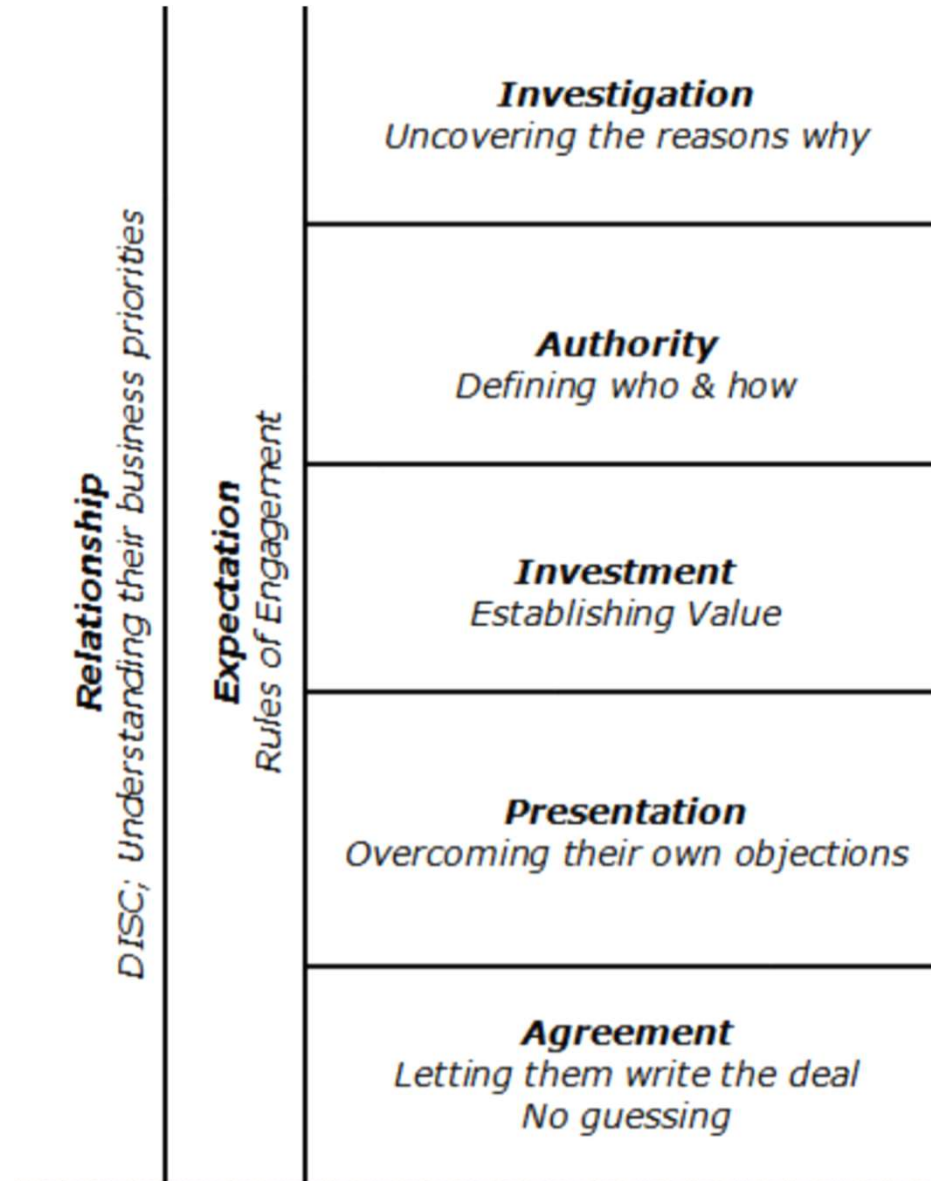




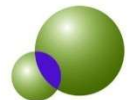
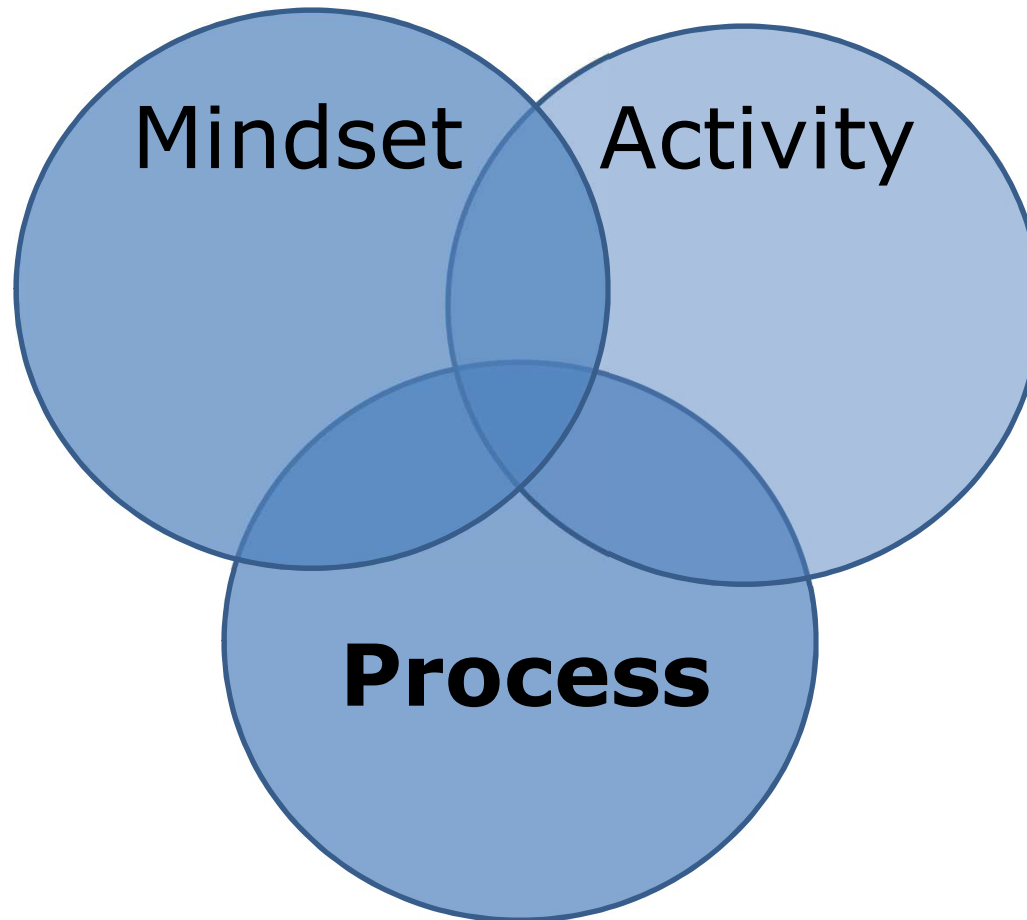
Sales Management



The Guess Free Selling Process

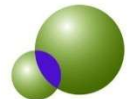


Sales Process



The Sales Audit

1. Sales Management Behavior
2. Natural Gifts (individual and company)
3. Sales Performance (individual And company)
4. Accountability
5. Compensation
6. Sales Training
7. Sales Management Training
8. Sales Strategy
9. Performance Enhancers



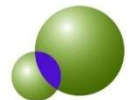
The Sales Audit

REPORT CARD	
96-100	A+
91-95	A
81-90	B+
71-80	B
61-70	C+
51-60	C
50 is at baseline	C-
40-49 is below baseline	D
30-39	D-
Below 29 is unacceptable	F



Sales Force Optimization

- Evaluate what you have
 - People
 - Sales Management
 - Process
- If the people aren't right – get the right people
- Training and Coaching

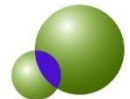


Making the Right People - continued

Adult Learning Theory – Malcolm Knowles

To fully comprehend and use new information in THE FUTURE, adults learn differently than children or college age students.

- 1) Training must include the why – adults will not accept as readily – ‘because that is the best way to do it’**
- 2) Adults learn by training that is centered around common tasks for their position, not hypotheticals**
- 3) Must take into account prior experience – treat them all the same without regard to where they are has a lesser effect**
- 4) For ideas to cement – adults must apply the idea on their own and review it with someone**



Levels of Competency

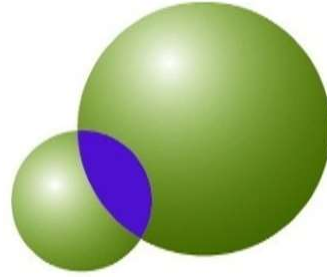
**Unconscious
Competence**
***Know – Know
Mastery – Blow Away***

**Conscious
Competence**
***Don't Know – Know
Average - Acceptable***

**Conscious
Incompetence**
***Know – Don't Know
Humility - Opportunity***

**Unconscious
Incompetence**
***Don't Know – Don't Know
Bliss - Danger***





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