



Building an SME Lean Mean Conversion Machine

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Talking Points



- 01 Why businesses don't scale
- 02 The cons of poor sales selection
- 03 The pros of good sales selection
- 04 Why sales induction matters
- 05 Train them ..don't blame them



YOU must
become the **SME**
(Subject Matter Expert)
in all things sales

WHAT DO ALL OF THESE BRANDS HAVE IN COMMON?



YOU are the
Primary
Sales Entity

**PLEASE
DON'T
MAKE ME**



**PROSPECT
OR
COLD CALL!**



About when
should I hire
a
salesperson?

WHAT DO I NEED TO DO?



- Recruitment
- Job Profile
- Success Profile
- Sales Onboarding
- Sales Plan
- Sales Process
- Reporting Mechanism

RECRUITMENT

- 01 Develop relationship with “sales centric” recruiters
- 02 Don't hire during a crisis
- 03 Always have your radar up



WHY PROFILE THE SALES ROLE?



THE HUNTER VS. THE FARMER

Characteristics

THE HUNTER

- Emotionally stable/Resilient
- Optimists
- Self motivators
- Best in approaching the right clients
- Better at communicating value
- More skilled at managing multiple stakeholders
- More opportunistic

THE FARMER

- Sensitivity
- Team player
- Eye for detail
- Pessimists
- Monotasking
- Solid
- Dependable
- Problems with explaining the value of their services to a client

SALES FOUNDATIONS

Sales Foundations		Essential	Desirable	Less Relevant	Non-Relevant
<input checked="" type="checkbox"/>	Sales Confidence	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Sales Drive	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Sales Resilience	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Adaptability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Listening	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	Embracing Change	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SALES MOTIVATORS

Sales Motivations	Essential	Desirable	Less Relevant	Non-Relevant
Money	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Achievement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pace	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Social Contact	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recognition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Growth	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Autonomy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SALES CYCLE

Sales Cycle	Essential	Desirable	Less Relevant	Non-Relevant
Developing a Game Plan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making Contact	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building Desire	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating Options	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presenting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Closing the Sale	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satisfying the Customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managing and growing	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WHO WOULD YOU PICK?



Clear Job Description

To assist in identifying **key skills, knowledge, experience, behavioural competencies and personal attributes** required for success in a sales role.

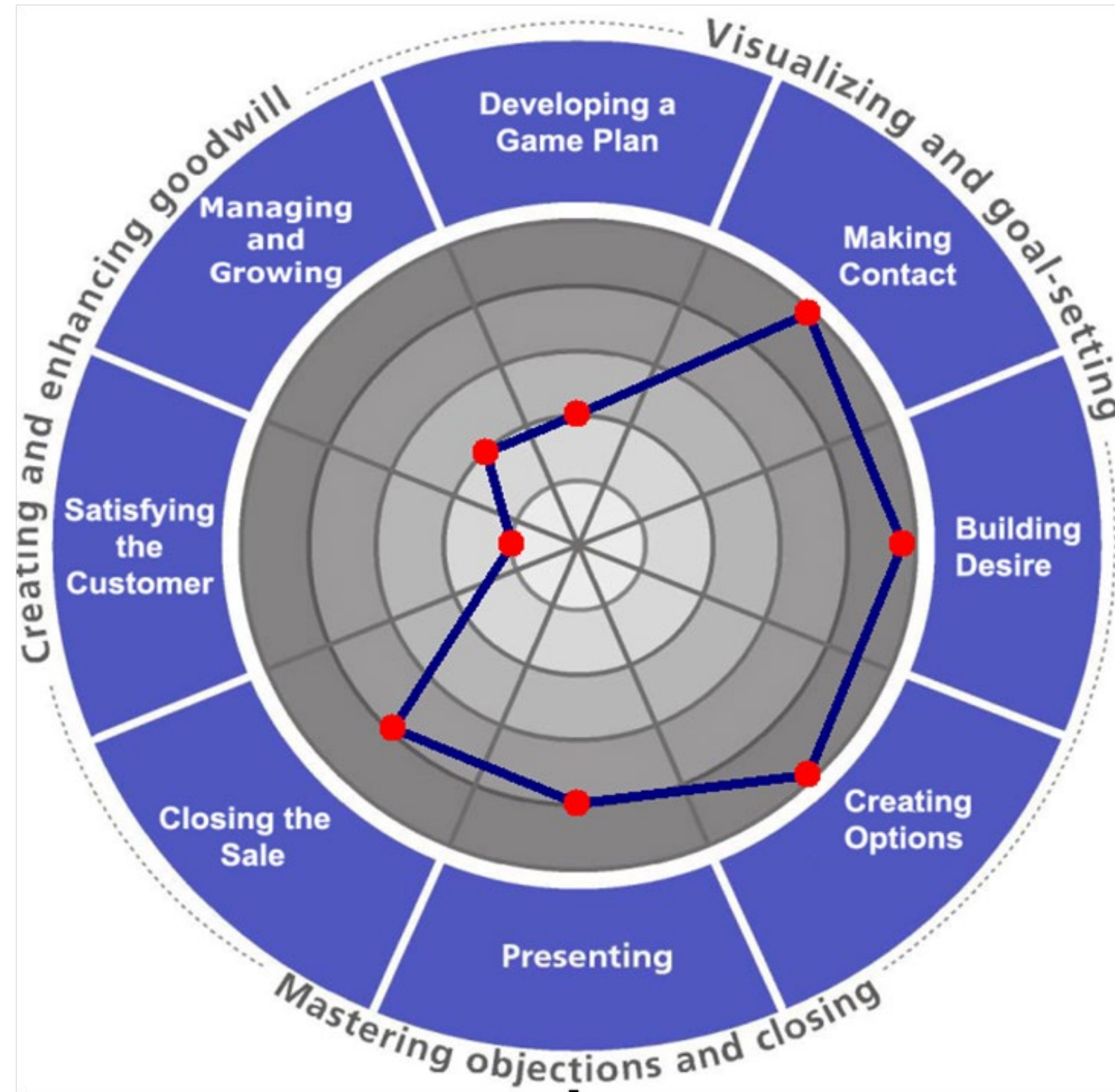
Job Role	Sales Manager	
Purpose	Manage accounts, build new and existing customers to ensure revenue and profit targets are met. The Sales Manager will develop the Sales Team to ensure this is a high performing, cohesive team.	
Reporting to	Sales Director	
Direct Reports	Sales Account Managers Sales Representatives	
Key Relationships	Marketing Team Sales Support Team	
Accountabilities		
Team Leadership	This ensures you make the most out of it and can be as productive as possible. Don't plan to much throughout the day. Plan your intent for the day. Leave gaps to ensure that you have spare moments to be reactive or pursue other opportunities.	
Financial Targets	Don't plan to much throughout the day. Plan your intent for the day. Leave gaps to ensure that you have spare moments to be reactive or pursue other opportunities.	
Customer Relationships	If you are getting a lot of reactive tasks, this may indicate gaps in other parts of the process.	
Behavioural Competencies		
Behavioural Competency 1	Action Oriented	Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm
Behavioural Competency 2	Manages Conflict	Handling conflict situations effectively, with a minimum of noise
Behavioural Competency 3	Customer Focus	Building strong customer relationships and delivering customer-centric solutions
Behavioural Competency 4	Decision Quality	Making good and timely decisions that keep the organisation moving forward.
Behavioural Competency 5	Financial Acumen	Interpreting and applying understanding of key financial indicators to make better business decisions.
Technical Competencies		
Sales Approach	Level 4	Handling different sales scenarios; setting agenda, following complex sales process guidance
Opportunity Management	Level 4	Managing pipeline; inspecting opportunities, accelerating campaigns, demonstrating deal ingenuity, providing deal-based ideas
Objection Handling	Level 4	Handling competitive price, resource and risk challenges to proposed solutions, presenting responses to objections, gaining prospect/client acceptance to proposed solutions
Negotiating	Level 4	Using give-get frameworks, representing company interests, leaving clients with feeling good about how a deal was obtained.
Experience Requirements		
Extensive experience managing a sales team		
Minimum 5 years as a Sales Representative		
Qualifications and Skills		
Strong written and verbal communication		
Proposal writing		
CRM system experience		

Sales Onboarding

- Accelerates performance of new starters
- Builds and promotes company culture
- Increases retention of salespeople



Sales Process



Reporting...

Data is KING



SELECTING THE RIGHT DATA

Knowing what to measure



Primary Conversion Metrics



Sales Productivity Metrics



Pipeline Velocity

CORAGGIO EXCLUSIVE



SCAN ME



Questions?



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