

7

CAUSES OF POOR PERFORMANCE

Why salespeople
fail to reach their
full potential or
fail completely

?

Eliminate the 7 Causes of Poor Performance

SalesXtra, the world's leading online interactive sales development system.

OUR MISSION: The purpose of **SalesXtra** is to assist our members to develop a "High Performance" sales culture in all divisions of their business to consistently Obtain, Maintain and Develop "High Quality" business BETTER than any of their competitors. **SalesXtra Membership** is a great way to add flexibility to your training budget.

Induction not geared to Key Success Behaviours

Fast-Track new salespeople or under-achievers to full profitability.

Poor Selection

Without the right people, business success is elusive and difficult, if not impossible.

Unstructured Sales Processes

85% of problems experienced daily by salespeople are caused by the sales processes employed.

Low Competency and Productivity

Unlock the profit potential in your business and upskill your entire team.

Inconsistent Sales Culture

Introduce the four core elements of your Sales Development System.

Lack of Coaching and Mentoring

Your market is getting more brutal every year.

Antiquated New Business Development

Generate requests for information on solutions not a request for proposal.

Poor Selection

WITHOUT THE
"RIGHT" PEOPLE,
BUSINESS SUCCESS
IS ELUSIVE AND
DIFFICULT, IF NOT
IMPOSSIBLE

OUR APPROACH
We'll help you to
do it yourself.
We'll do it with you.
We'll do it all for you.

The Results of Poor Selection

Have you ever been absolutely certain that you've hired a winner, only to discover shortly after that the only thing they were ever really good at was the interview?

Without the right people, business success is elusive and difficult, if not IMPOSSIBLE.

Selecting the right person who can be "Fast Tracked" to their full potential should not, and must not, be left to chance.

Consider the following results from the way many organisations currently recruit:

- » **1 in 4** recruitment exercises result in the wrong person being recruited.
- » The cost of a wrong hire is between **75% and 150%** of the position's annual salary. (In sales, this figure is often hundreds of thousands extra if the lost opportunities are included).
- » **50%** of sales staff turnover occurs on or before the 7th month of employment.
- » **62%** of corporate companies have faced unfair dismissal claims.
- » In excess of **60%** of salespeople worldwide are underperforming.
- » Up to **70%** of candidates admit to embellishing their resume.



The Best
Salespeople are
like Diamonds.
Highly Prized.
Rarely found.

Assessment Centre



The Assessment Centre contains a suite of 7 unique assessments.

- » Motivational Drives
- » Behavioural Style
- » Personal Needs
- » Leadership Style
- » Selling Style
- » Negotiation Style
- » Professional Selling Skills

Once the concept of the Assessment Centre is mastered you will be able to:

- » Predict and hand-pick low risk salespeople using the known attributes of “high achievers”.
- » Avoid the Vacant Patch Virus.
- » Improve staff retention rates through better hiring systems... with a clear set of tools to benchmark high achievement potential.
- » Predict in prospective employees, “success factors” such as productivity, stability and customer care attitudes at the PRE- employment stage.
- » Define skills levels of revenue generating staff and pinpoint competency strategies to lift revenue, increase conversion rates and achieve higher gross margins.
- » Reduce your employment costs with accurate personnel selection tools to match the entire workforce.
- » Provide the tools to attract, motivate and develop better people.



Virtual Interviewer

The right people unlock the profit potential in your business.

Now you can replace the initial telephone screening with a video screen and systematically view candidates from a distance.

No need to form a relationship until you are reasonably sure that the person has the right attributes. Share the videos with all stakeholders before getting face to face.

Virtual interviewing is the future of recruitment. Instead of interviewing job candidates in person, a virtual interview lets you speak to applicants on the Web by way of video calling/video conferencing or through a pre-recorded video where job candidates can leave recorded responses using their webcam.

Virtual interviewing helps you to gain insight on candidates that you couldn't ever get from a resume or a phone call, allowing you to make better decisions about the candidates you select for a personal interview

The **Virtual interviewer** is highly versatile. It lets you customise and publish different types of interviews.

- » **Video interviews** Your recruiters will be able to read and analyse candidate's body language. It's the closest thing to an in-person interview.
- » **Audio interviews** Option to participate in an audio only interview.
- » **Text interviews** When questions require "yes or no" or multiple possible answers.
- » **Combination interviews** This type of interview lets you ask a combination of video, audio and text based questions.
- » **Random-order interviews** Create a more challenging kind of interview by making it difficult for candidates to guess what type of questions are going to be asked. The system will randomly select questions from different categories.

GAIN MORE
INSIGHT ON
CANDIDATES IN
A FRACTION OF
THE TIME

ANYWHERE:
ANYTIME:
ANYPLACE:

EXPERIENCE

ACHIEVEMENTS

RATING
BENCHMARK

WORK
HISTORY

Select Superstars and Reject Lemons

Bonus eLearning resource available to interviewers in both Assessment Centre and Virtual Interviewer.

Questions to Screen for Toxic Employees in the Interview

You hire a candidate who seems perfect on paper and who seemed friendly in the interview. But after a few weeks on the job, they're not working out. They don't work well with the team, they gossip, and are arrogant. They're a toxic employee, and they're poisoning your team.

Hiring a toxic employee is costlier than you think. A study conducted by Cornerstone On Demand found that **good employees are 54% more likely to quit when they work with a toxic employee.**

Toxic employees can hide their poor qualities from employers, so ask the right questions in the screening process to reveal them.

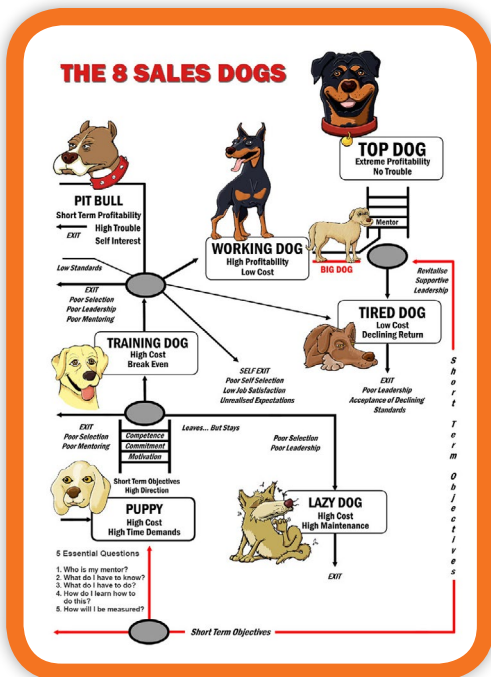


Fast Tracking

Fast-Tracking new sales people or under-achievers to full profitability, is a vital factor in the well-being of every business.

New salespeople (and under achievers) need answers to the 5 essential questions asked by every new salesperson..... but largely ignored by managers.

- » Who will GUIDE me to be successful?
- » What do I need to KNOW to be effective?
- » What do I need to DO in order to be successful?
- » How do I learn HOW to do these things?
- » How will I be MEASURED?



The answers to these questions provide the platform to develop Key Success Behaviours. Key Success Behaviours are the Daily Activities that are the essential elements in “Fast Tracking” sales people to full profitability.

Recruiting new employees and moving or promoting employees into new roles costs time and money. Too often, your own work pressures will mean that you cannot find the time to tell the employee what he or she needs to know and the answers to the 5 most important questions are overlooked, or the person is left to find the answers themselves. This leaves the employee feeling isolated and confused. The effects of confusion are automatic; frustration, low activity and bad habits.



Solution: SalesXtra “Fast Track” System

How can you ensure that your new person fits into the organisation and their role as quickly and effectively as possible?

Creating the “Fast Track” system began with the premise that a salesperson could be “FAST TRACKED” to self-management and a corresponding high value to the organisation, by focusing on developing “key success habits”.

Key Success Behaviours are the Daily Activities that are the essential elements in “Fast Tracking” sales people to full profitability.

These habits are created by coaching, mentoring and leadership with the activities, attitudes, sales behaviours and competency that are unique to the individual’s sales role.

Frequent analysis of each salesperson’s “Value to the Organisation” is central to the FAST TRACK operating system. The “FAST TRACK” System provides the answers the 5 essential questions, is incredibly simple to operate, requires minimal time by the sales manager and yet produces phenomenal results.

Your membership Specialist will help you to create your performance oriented sales culture and develop strategies to move salespeople through the 4 levels to becoming a Top Dog and avoid the pitfalls that open the door to the 4 poor performing areas.

- » **New Hires are potential Top Dogs.**
- » **Top Dog salespeople are consistently 150-200% above budget.**
- » **Top Dogs are your Profit Machines!**

OUR APPROACH

We’ll help you to do it yourself.

We’ll do it with you.

We’ll do it all for you.



The Formula for Selling Success

Creating the Formula for Selling Success began with the premise that a salesperson could be "FAST TRACKED" to self-management and a corresponding high value to the organisation, by focusing on specific sales behaviours and developing them to point where they can be described as "Key Success Habits".

The Formula For Selling Success

$$A \times A = B$$

Activity Attitude Behaviours

$$x = V.T.O.$$

Value to the Organisation

C Competence



Quality of the Sales Process

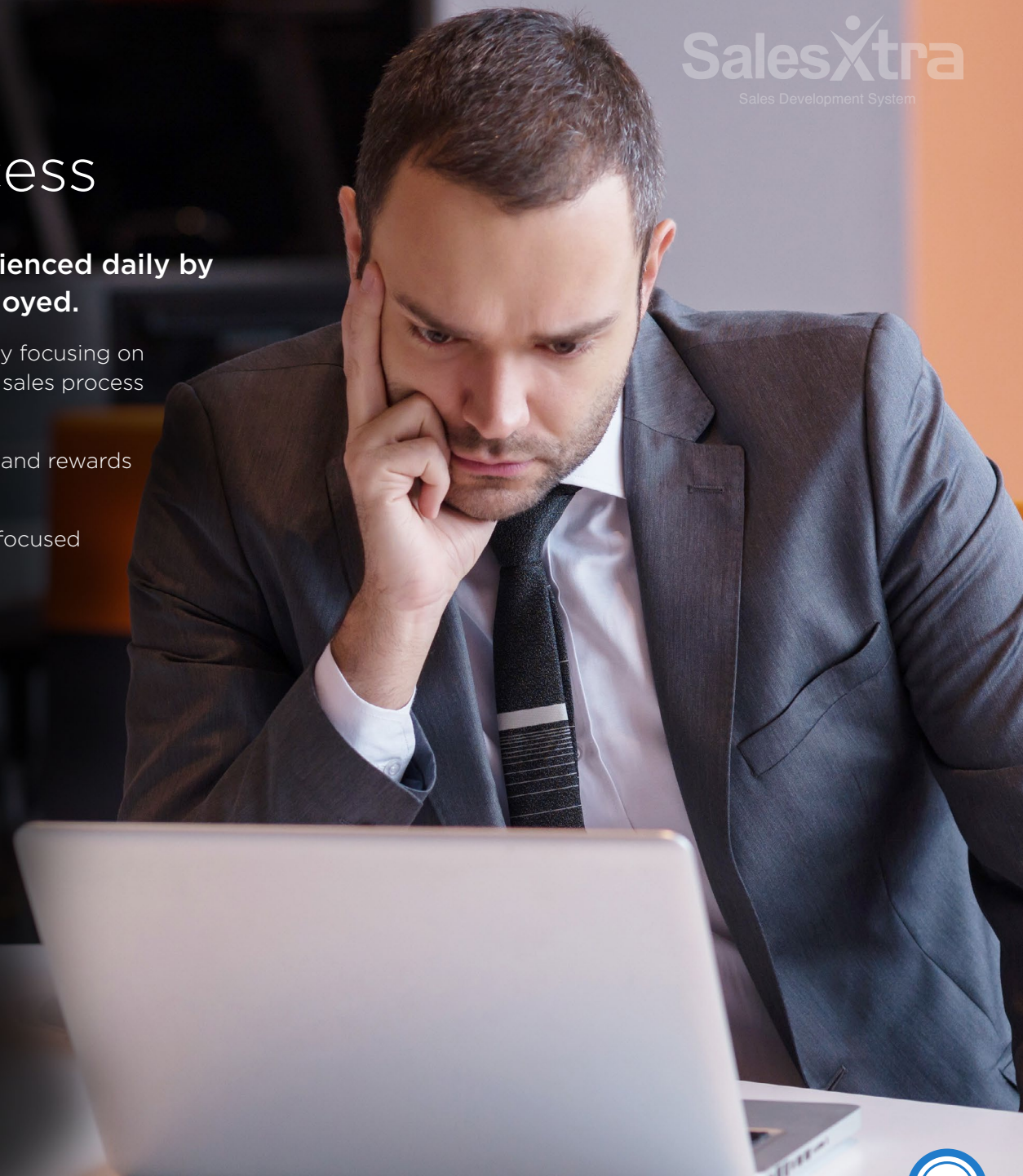
It is generally accepted that **85% of problems experienced daily by salespeople are caused by the sales processes employed.**

If we accept this as being true, then it must also be true to say that by focusing on improving the quality of the sales processes, the effectiveness of the sales process is automatically improved.

When the effectiveness of the sales process is improved, the volume and rewards from the same amount of effort are automatically improved.

The emphasis will never again be product v product it will be totally focused on the added value of your solution.

P.R.I.S.M. Solution Selling produces **extreme profits** from the same opportunities that other salespeople walk away from.



P.R.I.S.M. Solution Selling

A process is defined as a series of added value steps that turn set of inputs into an output. Any deviation from the input standards, directly impacts the quality of the output.

Salespeople who have mastered **P.R.I.S.M. Solution Selling**, recognise that each stage in the account development is a link in the sales process chain; which means that the process is only as strong as the weakest link.

P.R.I.S.M. Solution Selling Sales Process contains the 4 qualities of a high-performance sales process. Nothing is left to chance! No accidental good fortune involved... No Stress... No Hard Luck stories... JUST 100% effective systems.

Repeatable: The sales process is able to be replicated in all sales situations without exception.

Predictable: The outcome of each value-added step is predictable in order to recognise and respond to the customer's actions.

Scalable: The sales process is effective in minor sales where the value does not warrant a long sales cycle or be equally effective with major / complex accounts where multiple meetings are necessary.

Measurable: Each stage in the process is measurable so that constant efforts at improvement are possible.

The Overall Result of **P.R.I.S.M. Solution Selling** assists in building long term "Business Partnerships".

A Business Partnership is defined as a situation where both the customer and the salesperson are an essential part of each other, and each party is working to support the objectives of the other in a win-win relationship.

Except in very rare circumstances, the only source of revenue a business has is originally initiated from the efforts of its sales negotiators.

Everyone in the organisation depends entirely upon the efforts of the revenue generators for their livelihood, so it's essential that every salesperson operates at peak performance.

Unlock the profit potential in your business and upskill your entire team for less than the cost of a single person attending a one-day program.

OUR APPROACH

We'll help you to do it yourself.

We'll do it with you.

We'll do it all for you.

Zero time away from work...100% Effective.

Developing a High Performance Sales Team means that you must be sure that..

They are clear about what is expected of them and when. You are using their talents and strengths positively. You are able to identify any gaps in their knowledge, skills or experience, and help them to bridge those gaps.

THE JOURNEY TO TOP DOG



Continually improving the skills and knowledge of your workforce is essential if you are to satisfy demanding customers in rapidly changing markets.

When team members master the skills of their profession they are able to make better decisions that result in better business at better margins.

The individuals who manage these people suffer less stress, are able to delegate responsibility with confidence, and effectively manage the performance of all employees. Training and development is not an optional activity to be awarded as a perk; nor is it to be undertaken for its own sake. Training and Development is an integral part of developing your organisation in order to produce clear business benefits.

The purpose is to create business success. It's vitally important for the long-term viability of the organisation that a learning environment is created that includes mentoring, coaching and self-paced learning. Only then, is it possible to set objectives that are married to the full potential of both the individual and their job role.

Training and development is about identifying any gaps in the knowledge or skills of your employees that may prevent them from achieving what is expected of them in the business. Training and development fills those gaps and ensures that when the individuals are at work on their own they can complete the job to a satisfactory level. SalesXtra eLearning courses provide the strategies, tactics and competencies that ensure full productivity and profitability from all team members.

**Better People
Better Decisions
Better Business
Better Margins**

Continuous Improvement

Mastering Sales Behaviours and Sales Processes Changes Sales Behaviours Permanently.

Just because salespeople have attended a training course doesn't mean that their performance will improve or they will now apply the new skills.

Sales Training isn't a **"one-hit-option"**; it is only ever going to be the beginning of the performance improvement process.

Studies have proven that **87% of learning is forgotten in just 30 days** without an effective performance appraisal and field coaching strategy. **Only 9% of what is taught at the standard 3 days training program is actually applied.**

There is a solution; the 9% application figure can be boosted to a massive 95% by instilling, or developing, a set of high quality Sales Behaviour workshops supported by an effective coaching/mentoring system that measures each individual's progress to Mastery of the sales process.

The SalesXtra System changes sales behaviours PERMANENTLY!!!

Nothing is left to chance!

No accidental good fortune involved...

No Stress...

No Hard Luck stories...

JUST 100% effective systems.

The system operates by regularly tracking and comparing the individual's observed performance to the **112 Sales Behaviours** found in **SalesXtra's** powerful **Mastering Sales Behaviours** workshop system.

Sophisticated online tool allows managers and mentors to evaluate a salesperson's competency and willingness to employ strategies and skills.



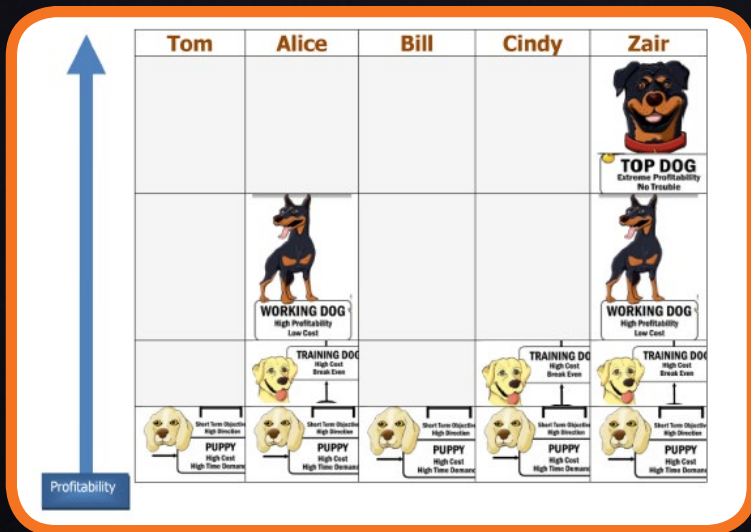
Top Sales Dog Team

Do Not push the training at them all at once...

they will quickly forget. But, slowly... one small step at a time.

Slowly, building on the previous step... constantly being reinforced along the way... so the training stays with them. Their selling skills (and their revenue production for the company) build and build.

You get a private view of each salesperson's self-paced training progress... as well as charting the increasing level of sales proficiency.



Measure and Chart:

- » Individual progress
- » Specific sales team progress
- » The entire sales force progress

Month after month, all year long; your sales force keeps getting sharper and sharper.

Until each Salesperson has reached "TOP DOG" sales status

THE SOONER THAT YOUR COMPANY BECOMES A SALESXTRA MEMBER

And

THE SOONER THAT EACH SALESPERSON BEGINS CHANGING THEIR OUTDATED AND INEFFECTIVE SALES BEHAVIOURS

Then

THE SOONER YOUR COMPANY WILL REACH ITS FULL PROFIT POTENTIAL

The Four Pillars of Profit

“You cannot use yesterday’s methods today and expect to be in business tomorrow”

Every business operates on the same 4 pillars of profit.

The No1 priority pillar is Generating Revenue because the old adage that “Nothing happens until somebody sells something” is even more true today.

Sales Culture is a team responsibility, making sales is not just a function of everyone’s role it is the reason why they have their role.

Developing sales culture begins with a systematic process to:



- » Involve everyone in the organisation. Management needs to get on board with the process of building high performance sales teams from the top down.
- » Create a clear direction for high performance from all team members.
- » Develop unique solutions that are good for the customer, good for the company and good for the salesperson.
- » Eliminate poor sales behaviours.
- » Remove “limiting self-beliefs” with strategies that drive sustainable change.



The Sales Development System

OUR APPROACH

We'll help you to do it yourself.

We'll do it with you.

We'll do it all for you.

Eliminate the 7 Key Reasons why salespeople fail to reach their full potential or fail completely

The Sales Development System is a 12 step process designed specifically to create a culture of “High Performance and unlock the profit potential in your business.

The Sales Development System is a systematic, common sense program, designed to assist you to grow your business profits and net assets. It provides a complete solution that can be specifically adapted to the needs of YOUR business and YOUR sales team.

WHAT IS INVOLVED?

There are four core elements to the Sales Development System, each of which has three modules that focus on an essential aspect of sales management. Together they provide the basis for sales development and business success.

Your **SalesXtra Specialist** will introduce you the 4 core elements of the system in a planned coaching format that becomes a road map to higher profits and greater success.



The roadmap will help you to eliminate the 7 Key Reasons why salespeople fail to reach their full potential or fail completely.

The Reality

Today, more than ever before, people who manage sales teams constantly find themselves under pressure to deliver sales targets that are very often unrealistic. They are being asked to do more with fewer resources, and achieve higher numbers without losing good people.

According to a recent survey by the Executive Council, 76% of senior management participants ranked the quality of the sales manager as having the biggest impact on a salesperson's performance, but here is the reality; less than 25% of all sales managers actually coach their sales team.

Many have succumbed to the pressure of satisfying competing demands of senior management, salespeople and customers and traded coaching for an executive administration role.

Members have full use
of the software and
delivery system.

**We'll help you to
do it yourself.**

We'll do it with you.

We'll do it all for you.

Your market is getting more brutal every year

The current sales model is clearly broken. With margins falling every year and support revenue being continuously eroded by competitive tactics and poor sales processes, many businesses must sell up to 50% more today to make the same profit they made 5 years ago. To compete effectively today, the fact that we need to reinvent the way we sell is clear to most management & salespeople; what is not clear is how to do that.

Business certainly isn't getting any easier. Most companies aren't hitting their sales targets and margins, and overall profitability is in seemingly terminal decline. In fact, the brutal truth is:

- » 87% of businesses say poor sales processes restrict new business development.
- » 51% of forecasted sales fail to close.
- » 48% of businesses artificially lower targets to hide poor performance.
- » Only 40% of salespeople consistently hit their targets.
- » Sales cycles are getting longer with more calls and meetings to get the deal.
- » More emphasis on discounting to close deals drives down margins.
- » Top salespeople are harder to find and train than ever.

Source: SPO Survey Analysis

87%

of businesses say poor sales processes restrict new business development.

51%

of forecasted sales fail to close.

48%

of businesses artificially lower targets to hide poor performance.

only
40%

of salespeople consistently hit their targets.

Excuses for poor sales are meaningless and mask the truth

Have you ever had a salesperson tell you that they've had a bad day?
Said that the whole world was against them?

Well here is the good news:

- X It's not the Customer.
- X It's not the Market.
- X It's not the Price.
- X It's not the Quality.
- X It's not the Delivery System / Speed / Packaging etc.:

85% of the problems sales people encounter daily are caused by the sales processes employed.

FACT

4-6% of salespeople achieve 200% of budget consistently.
14-20% of salespeople achieve 120% of budget consistently.
40-44% produce inconsistent results; 5% above budget or **10%** below budget.
30% of salespeople are consistently below budget performance.
Remove their support or customer base and they will fail completely.

Conclusion: In excess of 50% of salespeople at any given moment are under achieving.

Low competency = Low productivity and salespeople achieving at various levels.

Selling is Marketing but Marketing is not Selling!

Too many businesses today outsource their marketing process to the sales team and tell them to drum up business, or get out there and cold call.

Too bad it doesn't work that way.

Here's the bad news. Cold calling, to a cold market is an act of frivolity. In today's market, cold calling is the most ineffective lead generation tool and it's the quickest way to lose high-performing salespeople.

You invest in your salespeople to do a specific job; to convert opportunities into sales. You invest in marketing strategies to create the opportunities for the salespeople.

Today's salespeople do not have either the time or the willingness to focus on lead generation prospecting and converting opportunities. One or the other **ALWAYS** suffers.



Tsunami Marketing

Generate requests for information on solutions not a request for proposal.

Target your marketing with personalised video messages, “animated video brochures” and digital product brochures to generate a steady, consistent and predictable flow of interest from new prospects.

By removing the antiquated idea of multi-tasking and separating the functions, the dedicated marketing process and resources will increase the quantity and quality of activity happening at the top of the sales funnel.

Companies who combine lead generation and selling are doing themselves a disservice. When salespeople are required to cold call to a cold market to achieve budget, the company faces two distinct issues: a higher cost of sale and higher turnover of salespeople.

Yet, when a company takes a keen interest in driving qualified leads to its salespeople, the opposite happens; increased revenues, improved sales force productivity, and an improved working environment.

When salespeople are enabled to sell more, it is a great environment to work in with the result that everyone wins.



Our Approach

Successful businesses have a continuous marketing program to generate a steady, consistent and predictable flow of interest from new prospects.

Marketing should provide sufficient momentum for every salesperson to leverage their new business efforts and continuously have a minimum quantity of quality leads before the customer becomes active.

By removing the antiquated idea of multi-tasking and separating the functions, the dedicated marketing process and resources will increase the quantity and quality of activity happening at the top of the sales funnel.

Ideal Customer Profile identified.

- 1 »** Video brochure targeted to all levels of decision makers
- 2 »** Telephone follow up process implemented
- 3 »** Continuous marketing until opportunity is developed

Members have full use of the software and delivery system.

We'll help you to do it yourself.

We'll do it with you.

We'll do it all for you.

Continuous Marketing

With personalised video messages, animated or digital video brochures you can **reach hundreds or thousands of decision makers EVERY day** with direct response from the target audience .
Anytime. Anywhere.

The interest generated by **interactive video brochures delivers 10 x the response rate of normal print** marketing and is twice as effective as the average sales meeting.



Video brochures put your message right in front of the decision maker.

No gatekeepers.
No appointment necessary.