

HYPER SALES GROWTH

Street-Proven Systems & Processes. How to Grow Quickly & Profitably.

Scaling Up Tip



To achieve scalable growth, you must build a championship team. Building such a team requires:

- A Great Coach
- A Strong Team
- A Playbook
- Fanatic Fans.

3 Sins of Sales Management

Sin #1: CEO or owner wears the hat of the Sales Manager.

Unless you are only interested in growing your business part time, you must grow your sales force. That means you need someone whose full time job is to build and grow that sales team.

Sin #2: CEO or owner puts the wrong player in the right seat.

Oftentimes, the CEO or owner rewards their best sales person by promoting him or her to the Sales Manager position. This means that you just trade in your best sales person for a mediocre Sales Manager.

Sin #3: CEO or owner scatters the attention and focus of the player.

After the best salesperson is made a sales manager, he or she is also required to continue booking business. So their focus remains fixed on closing sales and the sale team is unattended and underserved.



\$ *The most important position in a company when it comes to growth is the sales manager position, whose only job is to recruit, train, develop, and manage the sales team.*

5 Secrets to Recruit and Develop a Championship Sales Team

1. Have a list of at least 15 potential candidates

– blindly recruiting without a list of specific candidates is like hoping you will win the lottery. Your chance of success is pretty slim.

2. Open up the Net – go beyond your industry to hire the best and the brightest.

3. Have a courting process – check in often and spend time with each candidates to assess culture fit before hiring.

4. Be ready for life to happen – always be prepared to take advantage of unpredictable events and recruit.

5. Build a Sales playbook – selling without a sales playbook is like playing sports without a game plan.

\$ *A Sales Manager's job is not to grow sales, but to grow salespeople, in quantity and quality.*



About Jack Daly

Jack Daly is a professional sales coach, speaker and expert in corporate culture, inspiring audiences to take action in customer loyalty and personal motivation. Jack's biography is a testament as to how he delivers explosive sales keynotes, sales workshops and corporate culture workshops. Jack brings 30+ years of field-proven experience from a starting base with CPA firm Arthur Andersen to the CEO level of several national companies. Jack is a proven CEO/Entrepreneur, having built six companies into national firms, two of which he subsequently sold to the Wall Street firms of Solomon Brothers and First Boston.

On the personal end, Jack has completed 15 Ironman Competitions in 8 countries on 5 continents, making Team USA in 2012. He has completed 60 marathons over 33 states in the USA. These training has taught him many valuable lessons in life and in business.

For more Jack Daly, visit www.growthinstitute.com/faculty/jack-daly/ where you can tune into all of Jack's speeches in video and audio formats, download the study guide, and game plan your future with the Next Steps Work Sheet.

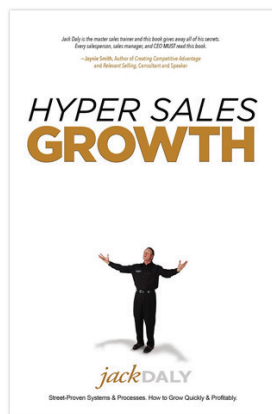
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4 Keys to Building an Incredible Culture

Does your company culture smell sweet? Or does it stink? When your culture reeks, it negatively affects how customers, employees, vendors, and the community perceive your company. A wonderful cultural aroma, however, will inspire those same groups of people to do business with, or be connected to, your company. Here are the 4 keys to building the kind of culture that smells incredible for miles away.

- 1. Build a recognition system.** Managers often spend more time with mediocre players trying to make them better, as great players just get stuff done without the need to be managed. Without a proper recognition system, you unintentionally build a demotivating culture for all your A players.
- 2. Keep the communication system flowing.** When asked, most employees say they wish they knew more about the company. Keep employees plugged in with daily huddles and other communication tools.
- 3. Create an employee's personal and professional development process.** If you want to grow your company, you must grow your people too. This is the reason why potential candidates should come to work for you and why they should stay.
- 4. Implement an empowerment processes.** If you want people to step up and take ownership, then you must create an environment where the people who work there feel comfortable making decision as if they own the place.

\$ *The most engaged employees don't work for a paycheck, they work for a cause. So do whatever you need to do to keep them passionate.*



How to Grow Quickly and Profitably with Street-Proven Systems & Processes.

Hyper Sales Growth gives you a deep dive into 3 key areas that take your business into hyper growth mode.

- 1. Building a winning culture in your business.** The thrust here is creating an environment in your business where your employees don't begrudgingly come into work, but rather are excited to be working at your company. If we get the culture right, everything else in our business will be easier.
- 2. Sales Management.** The emphasis here is on recruiting top performers, coaching, training and building a high performance sales team. A Sales Manager's job is not to grow sales, but to grow salespeople, in quantity and quality. They in turn will grow your sales.
- 3. Sales.** Top performing sales professionals use systems and processes to separate themselves from the rest. It's about identifying the key activities that need to be performed on a daily basis, proactive pipeline management, creating perception of value, leveraging the internet and employing an effective touch system. Master those techniques and you will win new customers, grow the ones you have, and differentiate yourself from the competition.

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About Gazelles Growth Institute:

What kind of leader would you become once you have the wisdom of Patrick Lencioni, Seth Godin and other world-class thought leaders at your fingertips?