



STRATEGIC  
SALES  
SOLUTIONS



**SALES  
XCELERATION**

# The Top 10 Sales Drivers

**By Jim Hardwick,  
Chief Community Officer**

Sales Strategy | Sales Process | Sales Execution

# State of Sales Scores Four Sales Categories Organizations Need for a Solid Sales Infrastructure

How Small to Mid-size Businesses rate themselves in 2023

## 89% Struggle with Sales Strategy

- Industry Positioning
- Competitors
- Value Proposition

## 93% Struggle with Sales Methodology

- Territories
- Coverage
- Processes
- CRM



## 87% Struggle with Sales Organization

- Staffing
- Hiring
- Training
- Roles & Responsibilities

## 89% Struggle with Sales Analysis

- Goals
- Quotas
- Metrics
- Reporting
- Compensation & Incentives



**DO ANY OF  
THESE  
STATEMENTS  
SOUND  
FAMILIAR**

---

The image features a central white circle on a dark, textured background. The background is decorated with several arrows: a prominent red arrow pointing down and to the right, a grey arrow pointing up and to the right, and several other grey arrows pointing in various directions. The text inside the circle is in a bold, red, sans-serif font, arranged in five lines. Below the text is a short red horizontal line.

**MY SALES HAVE  
BEEN AT THE  
SAME LEVEL FOR  
THE LAST FEW  
YEARS**

---

**MY SALES  
HAVE BEEN  
DECLINING**



**I CAN'T FIND  
THE RIGHT  
SALESPERSON**

---



A blurred background showing a business meeting. On the left, a person's hand is writing on a document with a pen. The document features a line graph and a pie chart. On the right, another person's hand is pointing at a tablet displaying a document. The overall scene is professional and collaborative.

**TOO MUCH OF MY  
ANNUAL REVENUE  
COMES FROM A  
COUPLE CLIENTS**

---



The Top 10....

# SO WHAT SHOULD COMPANIES BE DOING





# NUMBER 10:

---

## HAVING WEEKLY SALES MEETINGS

- All members must be included each week
- Set clear expectations each week
- Make sure everyone comes prepared with deliverables





# NUMBER 9:

---

## CONDUCT SALES TRAINING

- Customize training to fit each rep's needs
- Ensure they know your value proposition and key differentiators in the marketplace
- Role play to test that the material can be applied
- Travel and listen to calls with reps to determine competency

# NUMBER 8:

---

## CONDUCT ANNUAL PERFORMANCE REVIEWS

- Forces a manager to sit down and evaluate performance
- Set goals for the following year
- Review progress quarterly
- Sets foundation for performance improvement/PIP/termination





# NUMBER 7:

---

## USE A CUSTOMER RELATIONSHIP MANAGEMENT TOOL (CRM)

- Find the right tool and centralize recording and tracking of sales activity (APIs from other tools into one is key)
- Determine proper application for the team and set clear expectations
- Update and use it regularly

# NUMBER 6:

---

## BUILD A SALES PIPELINE FORECASTING TOOL

- Helps align costs with expected revenue
- Effective sales management tool
- Better understand your future
- Use your CRM





# NUMBER 5:

---

## RIGHT PEOPLE RIGHT SEAT

- Sales team must be led by a “sales” manager
- Need proper structure to maximize sales
  - Outside vs. inside reps
  - “Hunters” vs. “Farmers”
- Accounts vs. territory vs. product vs. industry
- Turnover lower performers

# NUMBER 4:

## CLEARLY DEFINED SALES METRICS

- Set proper activity levels desired
- Provides foundation for what is “good” “bad”
- Determine future success before it is too late
- Share with team and management to show progress





# NUMBER 3:

---

## NO DEFINED SALES PROCESS

- Each step in the sales process must be clearly stated
- Creates common language and understanding
- Define check points for each part of the sales process
- Determine needed information for each step in the process



# NUMBER 2:

---

## BUILD COMP PLANS THAT INCENT THE CORRECT BEHAVIOR

- Must be a win-win for the sales rep and organization
- Use it to acquire the appropriate sales peoples (Hunters)
- What will/can you pay sales reps to drive growth
- Review and update yearly





# NUMBER 1:

---

## CREATE A DETAILED SALES BUSINESS PLAN EACH YEAR

- With one you have higher probability of hitting goals
- You must know when we/you get “there”
- Must include deadlines/accountability from all parts of the business

# THE SOLUTION FOR A HIGH PERFORMING SALES TEAM?

When the right People  
and Proven Processes  
come Together They Drive  
Growth

---

PEOPLE +  
PROCESS  
PROFIT



# Questions?



# Thank You!



**STRATEGIC  
SALES  
SOLUTIONS**

**Scott Tappan**  
**248-515-8799**  
[stappan@salesxceleration.com](mailto:stappan@salesxceleration.com)