

How CEOs Should Rethink Their Sales Models, Approaches and Strategies



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Socialize Your Strategy

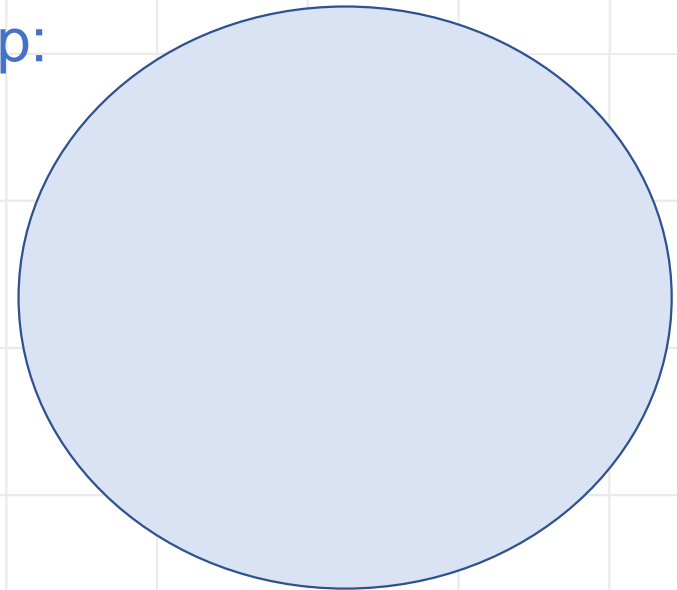
- Share your vision
- Enable vision acuity (details)
- Help create company mission
- Sales strategy must reflect company strategy
- Create behavior models for success



Develop Your Sales Leaders

The Critical Roles of Sales Leadership:

- Supervision
- Coaching
- Training
- Mentoring



Build a Strong Sales Culture

- The 20/60/20 rule
- Review hiring practices
- Upgrade the sales methodology
- Sales behavior is an objective leading indicator of success
- Develop corporate KPIs
- Conduct corporate pipeline reviews
- Create “new” clients
- Understand “immutable” vs. imagined



Focus on Behavior

Top 10 sales behaviors:

- Lead generation
- Building strong relationships
- Qualifying opportunity
- Making presentations
- Servicing clients
- Account management
- Territory development
- Creating a sales cookbook
- Continuing Education
- Utilizing a sales methodology



Invest in Sales Technology

- Develop the virtual sales engagement process
- Teach sales staff ways to effectively use video
- Invest in a workable CRM and enforce usage
- Use technology for collaboration
- Build a corporate dashboard with key metrics all need to review

Thank YOU! Questions?

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