

Paul Hoyt's "Office Hours" Series



THE **Awakened** CEO System

Office Hours

mindset

methods

momentum





Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- All recordings, slides, and exercises are archived in our member's area
- All recordings are available on my YouTube channel:

www.YouTube.com/user/PaulHoyt

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The Reasons

- Being a successful small business owner can be a great experience!
- It's tough - you need Education, Training, Tools, and Team to be successful
- We want you to get to know us

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The Reasons

- First and most importantly, we want you to know that we care about you.
- We want you to succeed in every area of your life, whatever that means to you.
- We want you to find the **greatness**, the **happiness**, the **divinity** within yourself, and then remember it, embrace it, and live it every day.



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Our Passion

To increase the survival rate...

Accelerate the growth rate...

And reduce the struggle rate
of businesses in America

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Our Vision...

To help millions of CEOs and
Entrepreneurs accelerate their business
growth and enjoy greater harmony and
balance in their lives

Please Pass the Word!

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Office Hours Agenda

- In depth discussion of a business success principle
- Closing remarks, special offers, and invitation for next weeks session
- Open Q&A and coaching

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Join Us!

- The Awakened CEO Communities on both LinkedIn and Facebook
- Business Success Principle of the Day postings on both Facebook and LinkedIn
- Energy of the Day posting on Facebook

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Today's Topic:

How to Be GREAT at Sales!

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The Key Performance Areas



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The Key Performance Areas



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THE **Awakened** CEO
System



A Balanced and Comprehensive Approach
to Business Growth, on multiple levels



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The Awakened CEO System



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Agenda

- How To Transform Yourself and Your Company
- The Difference between Sales and Marketing
- What is Sales?
- The Value of Excellence in Sales
- The Four Sales Success Principles
- The Bottom Line

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How To Change

- What to do - Education
- How to do it - Training
- Doing the work - Coaching

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The Awakened CEO System

Levels of Performance



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Doing the Work

- **Mindset** – your beliefs and perspectives
- **Methods** – your plans, processes, and procedures
- **Momentum** – taking action, accelerating your velocity



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Sales vs. Marketing

- Boundaries used to be clear:
 - Marketing was getting the lead
 - Sales meant talking to someone
- Automated sales systems are eliminating the direct sales component
- A lot of things, especially big ticket items and tailored solutions, require direct, person-to-person communications



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What is Sales?

- Building relationships of trust
- Lead generation and opportunity discovery
- Opportunity qualification
- Opportunity development
- Gaining agreement
- Getting results

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Value of Excellence

- You are eager to have Sales conversations
- There are plenty of prospects and they are all eager to talk to you
- You close deals frequently and easily
- You have very few issues with your clients
- You are consistently meeting or exceeding your revenue goals



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Impact of Poor Sales

- You hate the idea of selling
- You avoid your prospects and they avoid you
- You are clumsy on every sales call and you don't know what you are doing
- You rarely sell anything if at all
- You go bankrupt and close your doors
- **I'm not kidding: if you don't sell, you don't survive!**



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Four Principles of Excellence in Sales

- Enjoy selling!
- Meet your Sales activity goals and making quota
- Implement systems to track your efforts and results
- Focus on being a consummate Sales professional

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Enjoy Selling!

- You have to have a great sales attitude and great sales mindset
- It's not possible to have good sales results with a bad sales attitude!
- You have to sell! You can't delegate the most important sales conversations!
- Embrace the opportunity to sell!



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Have Confidence

- If you are a person of honor and integrity in all that you do, then your success in Sales depends completely on the confidence that you have in the value of your products and services
- When you are certain of your value, sales is about giving people the chance to achieve their dreams



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Enjoy Selling!

- Think about giving away money
- Think about helping others to achieve their dreams
- If you love to sell, you have a much better chance at being successful in sales

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Make Quota

- Quota is the amount you have to sell to meet expectations
- Compensation is critical
- Nothing motivates sales people like money!
- Put yourself on commission

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Compensation Plans

- Draws (Recoverable and Non-recoverable)
- Base salary
- Commission
- Accelerators
- Sales Performance Incentive Funds (SPIFs)

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Implement Systems

- Sales processes
- Opportunity tracking (pipeline)
- Sales cost tracking
- Activity and success tracking

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Sales Processes

- Trust and rapport
- Opportunity identification
- Opportunity qualification
- Opportunity development
- Offer / proposal / ask
- Close / paperwork
- Follow-up

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Opportunity Tracking (Pipeline)

- Contact information
- The deal
- Last contact date
- Contact history
- Purchase history
- Sales person
- Next steps
- Close probability
- Purchase history
- Anything else!

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Sales Cost Tracking

- All deals, not just those that close
- Salesperson compensation
- Travel expenses
- Marketing materials
- Lead generation campaigns
- Other overhead costs

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Activity and Success Tracking

- Calls
- Meetings
- Emails
- Physical mailing
- Conversions
- It takes disciplined activity for predictable results

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Sales Professionalism

- Frequent sales training
- Inspirational and motivational messages
- Teamwork
- Coaching

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Sales Training

- Effective Sales sequences and processes
- Effective language
- Questioning techniques
- Sales psychology
- Tactics for building relationships
- Strategies for complex sale cycles
- Strategies for impulse selling

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Sales Training

- Qualifying prospects
- Developing opportunities
- Proposing solutions
- Handling objections
- So much more!

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Sales Systems

- Strategic Selling
- Target Account Selling
- Solutions Selling
- Spin Selling
- Consultative Selling
- Reverse Selling
- Impulse Selling
- Lofholm's Sales Champion Program

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Sales Teams

- Work much better in many sales situations
- Sales executives
- Account managers
- Sales reps
- Technical sales reps
- Sales support

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Four Principles of Excellence in Sales

- Enjoy selling!
- Meet your Sales activity goals and making quota.
- Implement systems to track your efforts and results
- Focus on being a consummate Sales professional



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Sales Success

- **Mindset** – Value you bring, attitude is king
- **Methods** – all the sales systems we talked about
- **Momentum** – Get training, take disciplined action



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Excellence in Sales Mantra

“I just love to sell! I love to tell people about how I can add value to their lives by providing a great product or service at a fair price. I am committed to meeting my sales goals and making quota. I know that if my company doesn't make quota, we don't survive and I am not going to let that happen. I will implement the systems I need to track my efforts and results so I can become more effective and efficient over time. I will constantly improve my sales skills, because I am proud to be a sales professional.”



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The Bottom Line

- Revenue gives you the time and resources to fix a lot of things!
- You have to be great at Sales or you will not survive
- You can learn how to be great at sales!

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Homework / Exercise

- Talk to your coaches and colleagues about sales training and sales coaching
- Focus on being excellent in Sales as soon as possible
- Have sales conversations as often as possible
- Go sell something!

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Related Office Hours

- 16 – Follow-up! Your Sales Pipeline
- 43 – Improving Your Sales Results
- 46 – Pitching to Investors
- 51 – Social Proof Marketing
- 78 – Psycho-Cybernetics
- 83 – Sales Scripting

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Open Q & A and Coaching – in a minute

- Comments and questions on the topic of the day, then any other issues
- Tell me what your biggest “take-aways” are and what insights you gained from this presentation
- Tell me what you are going to focus on

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Our Support Services

Service	Teach You	Do It With You	Do it For You
Education	X		
Training	X		
Coaching	X		
Advising / Mentoring	X	X	
Consulting		X	X
Growth Management		X	X



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Next Office Hours: Feb 15th

- Topic is: How to Be Great at Customer Service – and Series Summary
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!

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Open Q & A and Coaching

- Comments & questions on the topic of the day, then any other issues
- Contact Me at paul@paulhoyt.com
call or text: 415.997.8001
- www.SchedulePaul.com



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