



Office Hours



Welcome to Office Hours

- A relaxed, informal mentoring program
- Held every Monday at Noon Pacific Time
- The recording will be available online for a few days
- All recordings will be archived in our member's area



The Reasons

- Being a successful small business owner can be a great experience!
- But it's tough - you need Education, Training, Tools, and Team to be successful
- I want you to get to know me
- I care – I want you to succeed!



Agenda

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



Join Us!

- Facebook Brilliant Business Group
- <https://www.facebook.com/groups/BrilliantBusiness/>
- Make comments, ask questions, share insights and “takeaways”
- “Like” my business page on Facebook



Today's Topic:

Improving Sales Performance!



The Key Performance Areas



The Key Performance Areas



Agenda

- Improve Your Sales Mindset
- Improve Your Sales Process
- Plan Your Work and Work Your Plan
- Get Continuous Support
- The Bottom Line



Background

- Sales is one of the top three Key Performance Areas (KPA's)



Importance of Sales



Failure in Sales



Background

- Sales is one of the top three KPAs
- Door to door sales in college
- Sales with first business
- Worked with 100+ sales professionals
- Worked with many sales teams
- Studied many sales systems



Sales Systems

- Strategic Selling
- Consultative Selling
- Targeted Account Selling
- Reverse Selling
- Solution Selling
- Spin Selling
- Eric Lofholm's Protégé System



Four Sales Success Principles

- Enjoy Selling
- Make Quota
- Implement Systems
- Be a Consummate Sales Professional



Agenda

- **Improve Your Sales Mindset**
- Improve Your Sales Process
- Plan Your Work and Work Your Plan
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Improve Your Sales Mindset

- Get to the place where you love to sell!
- Surround yourself with positive people and messages
- Focus on the value you are bringing others
 - Safety
 - Comfort
 - Self-Esteem
 - Achieving their dreams!



Improve Your Sales Mindset

- Get to the place where you love to sell!
- Surround yourself with positive people and messages
- Focus on the value you are bringing others
- Practice shifting your mindset and “getting into the zone”
- It’s all about the Inner Game and personal growth



Agenda

- Improve Your Sales Mindset
- **Improve Your Sales Process**
- Plan Your Work and Work Your Plan
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Improve Your Sales Process

- The Sales Cycle
 - Very short – impulse sales
 - One call close
 - Multiple meetings
 - Selling to a group or committee
 - Very long, complex sales cycles



Improve Your Sales Process

- The Sales Cycle
- Stages of Selling
 - Lead generation
 - Building the relationship
 - Qualifying (aka “needs assessment”)
 - Developing the opportunity
 - Proposing
 - Reaching agreement
 - Post-sales service and support



Improve Your Sales Process

- The Sales Cycle
- Stages of Selling
- Scripts / Systems at each Stage
 - Setting appointments
 - Qualifying / determining needs
 - Making the proposal
 - Asking for the order
 - Handling objections
 - Following up



Improve Your Sales Process

- The Sales Cycle
- Stages of Selling
- Scripts at each Stage



Agenda

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Plan Your Work & Work Your Plan

- Become goal driven and focused
 - Activity goals
 - Pipeline goals
 - Revenue goals
 - Optional: Product / Product line goals



Plan Your Work & Work Your Plan

- Become goal driven and focused
- Create your plan
- Work your plan



Create Your Plan

- Analyze and manage your pipeline
 - Office Hours 16 – Managing Your Pipeline
- Then set aside:
 - Time for calls
 - Time for meetings
 - Time for creating proposals
 - Time for emails, social media, etc.
 - Time for training and “sharpening the saw”



Work Your Plan

- Be focused, disciplined, and diligent
- Get a sales support team to assist
- Have a Sales Success Coach!
- Have regular meetings



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Continuous Support

- If you are not improving, you are probably declining
- Staying in the game helps your mindset
- Practice, practice, practice
- Ask others what is working for them
- Study sales from a lot of sources
- Remember ABI: Always Be Improving



Bottom Line

- If you don't sell, you don't survive



Failure in Sales



Bottom Line

- If you don't sell, you don't survive
- There are a lot of things you can do to improve your sales performance
- Focus, focus, focus!
- Get a Sales Success Coach



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Homework / Exercise

- Take action!
- Focus on creating a success!
- Review Office Hours 16 – Making More Money by Managing Your Pipeline
- Review the Sales Success Principles in Beyond Business Survival
- Get a Sales Success Coach for support
- Invite someone to these calls!



Open Q & A – in a minute

- Comments and questions on the topic of the day
- 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



My Distinctions

- I don't want a lot of your money
- I just want you to get the support you need, can use, and can afford
- I don't believe that Belief and Persistence will guarantee success
- I don't want you to jump into the deep end before you learn to swim



Our Support Services

- Education
- Training
- Consulting
- Coaching



Sign up for a Free Sales Success Coaching Session!

- We'll look at what you are doing and the roadblocks you are experiencing, and help you overcome them!
- The value could be enormous!
- Introducing a 90 Day Coaching Package for \$1,497
- Send email to Stephanie@PaulHoyt.com



Purchase My CEO Training Program

- www.BeyondBusinessSurvival.com
- “What You Need to Know When You’re the CEO!”



Next Office Hours: August 11th

- Topic is: The Blue Ocean Strategy – How to Stand Out from the Crowd
- Let me know what topics you would like for me to address: www.PaulsSurvey.com
- Do your homework!



Open Q & A

- Comments & questions on the topic of the day
- Any other issues
- Your take-aways and insights
- Survey: www.PaulsSurvey.com

Contact Me at paul@paulhoyt.com

call or text: 415.997.8001

www.SchedulePaul.com





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