

## How Are Top Companies Selling Through These Tough Times?



## The Presenters

Moderator



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## Executive Perspectives



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## Discussion Points



- The qualities that make salespeople successful
- How to set a confident tone in a shaky economic situation
- How to ensure that you have the right salespeople
- How to keep your top performers engaged
- How to create winning sales teams

**What are the qualities that make salespeople successful?**



## **The Qualities of a Top Salesperson**



1. Empathy
2. Persuasiveness
3. Resilience



- Failure is a part of selling.
- Rejection becomes more common in tough times.
- You have to be completely engaged to succeed in sales.

## Selling Power

- Integrated media company
- Selling Power Magazine
- Interactive Web site: [www.sellingpower.com](http://www.sellingpower.com)
- Sales leadership conferences around the country



## Sales leaders have to take on a new role...

Don't *over-think* the problem!

Don't try to *understand* everything!

*Ask* strategic questions!

*Think* ahead!

Don't get *fixated* on the news!



## Replace fear with confidence



- A sales leader can instill hope in his or her team.
- Tough economic times call for new ideas and opportunities.
- Now is the time to take charge and analyze current strategies.

- Look for fresh opportunities in the marketplace.
- Resist lowering your price.
- Get insights into your customers' concerns.
- Use that information to create value and lower risk.



## **Make your customers feel safe!**

- People want safety in a time of crisis.
- Customers want to know that purchasing from you is a lower risk.



**Educate** your salespeople about prospects and their condition.

Work *smarter!*

Arm yourself with *personal information*.



## Where do your middle performers stand?

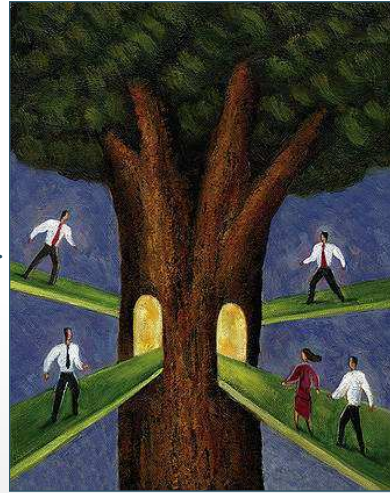


Outline productivity goals for your middle players.

Help your salespeople with their strategy.

Creativity is key during tough times.

- Reassure your top performers.
- Develop an incentive program.
- Create disincentives for underperformers.
- Offer training for improvement.
- Analyze salespeople for improvement.



## Don't lose your top people!



- Build relationships with your salespeople.
- Explore meaningful rewards.
- Engage people in an individualized way.



## What motivates your salespeople?

Money isn't the *only* motivator!

Get to know your people and their dreams.

Creating value energizes employees.

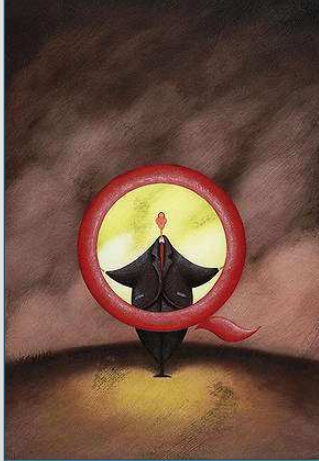


## Keep your entire organization motivated!



- All areas of the company contribute to the same goal.
- Creating meaning for everyone ensures employee engagement.
- Communicating the vision clearly maintains focus.

## Ego-Drive



A desire to persuade; a motivation to win.

Tough times test salespeople, so motivation becomes more important than ever.

A salesperson's need to win will pull them through an economic slump.

## Extensis

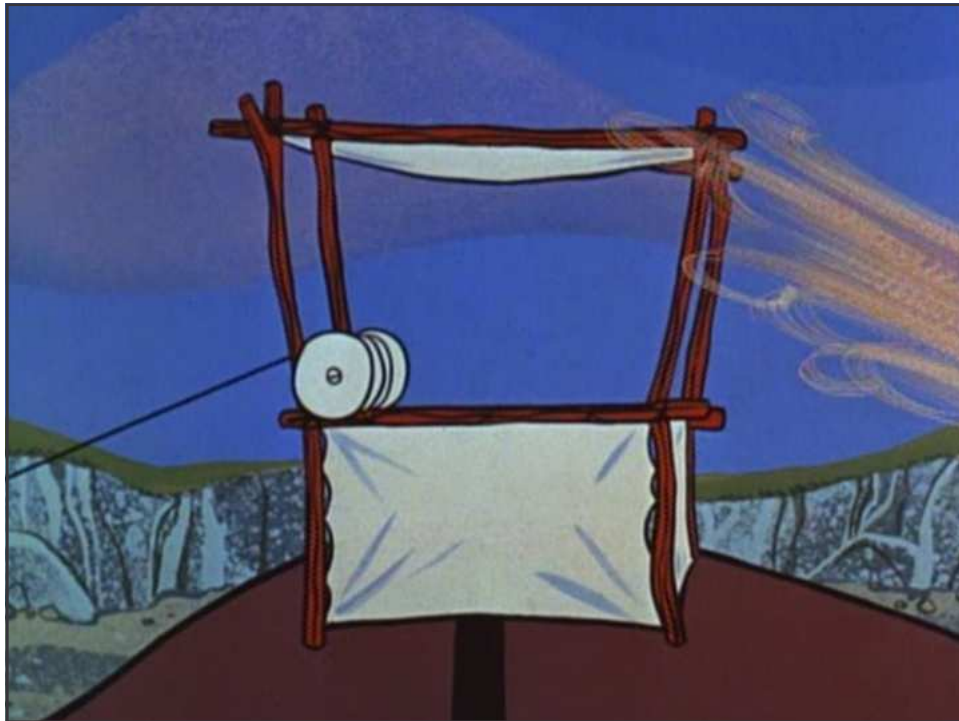
- Provides Human Resources solutions and services
- Created a system and sales process for successful sales
- Developed sales profile and interview process



## Look for...



- High-activity hunters
- Motivated and competitive people
- Strategic and consultative representatives
- Those willing to put in the extra time





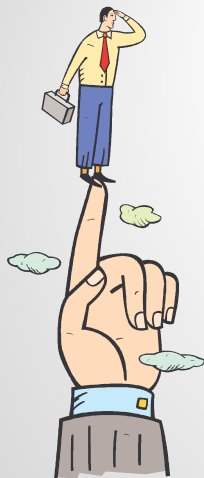


## Don't panic!

- Stay focused and avoid negativity
- Stick to the basics
- Find ways to appeal to prospects, even during tough times



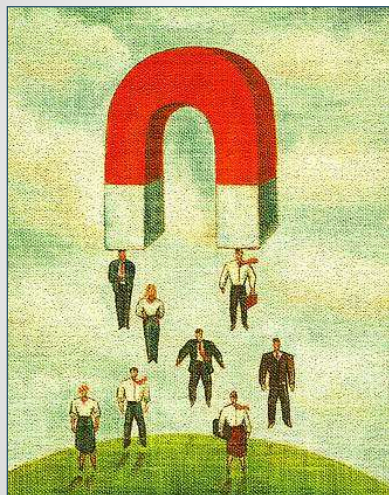
## Support your salespeople



- Spending has decreased.
- Salespeople need to learn to generate activity to accommodate change.
- Supporting salespeople becomes more important.

## **A strong management structure...**

- ...helps keep focus
- ...helps maintain accountability
- ...helps ensure that top salespeople are brought on board



**Create a winning team!**

*Prepare* your team for tough times

Close and *qualify* continuously

*Implement* strategic techniques

Sell based on *value*

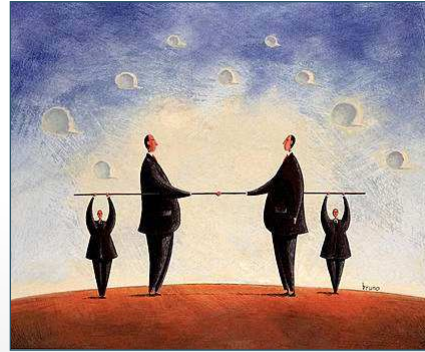


**Find it, then keep it!**



## A great salesperson...

1. Develops long-lasting relationships
2. Has a positive attitude
3. Stays in contact with their clients regardless of the times



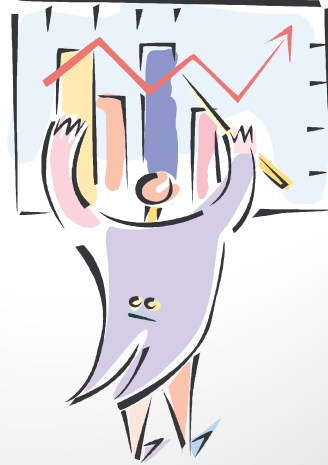
## Look at the numbers

Make sure your salespeople measure up.  
Trying to save someone means its too late.

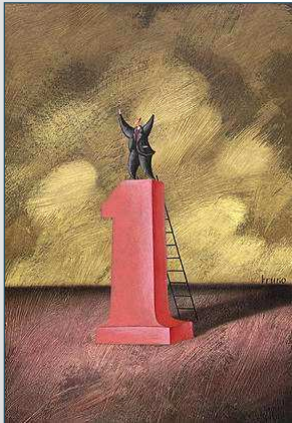


## Telesource Systems

- Reseller and remanufacturer of circuit board based technology
- Early 2000s brought difficulty in terms of selling



## It's all about attitude!



Staying positive ensures that salespeople stay on track.

Difficult times call for a different approach

## Winning Sales Leaders

- Know their top performers
- Inspire salespeople
- Listen to concerns
- Recognize optimism, confidence and work ethic



**A winning sales team inspires each other.**

## Turn all your salespeople into top performers



- Bring your sales force together as a team
- Provide counseling
- Recognize performance
- Personalize your approach
- Identify strengths that are important to your organization
- Point them in the right direction



*Pull* your salespeople, rather than push them.

*Adjust* your strategy to accommodate changing customer needs.

*Identify* salespeople with potential and develop them.

## There is no “I” in “Team”



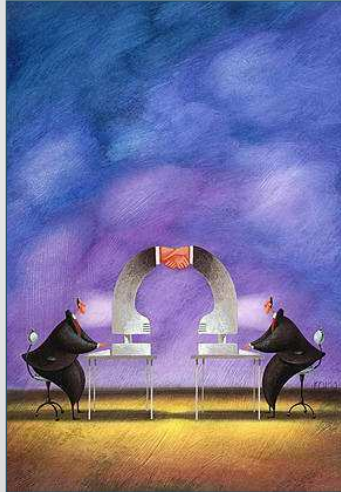
A salesperson who is not a team player can be destructive to the rest of the team.

Outlining goals together and working toward them ensures a winning spirit.

Successful sales leaders truly connect with their people.



## Stratix Systems



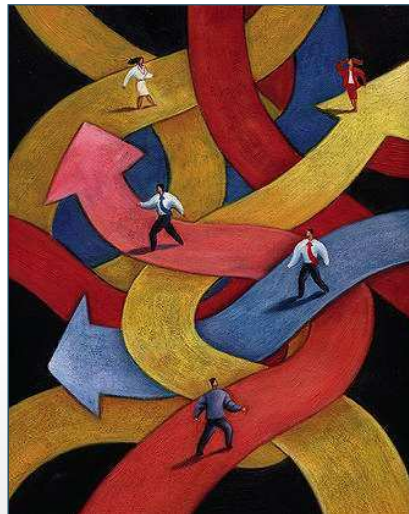
- Recap hourly to build team spirit
- Educate sales force
- Focus on daily activity level

Highlight successful salespeople

Utilize competitiveness as a motivator

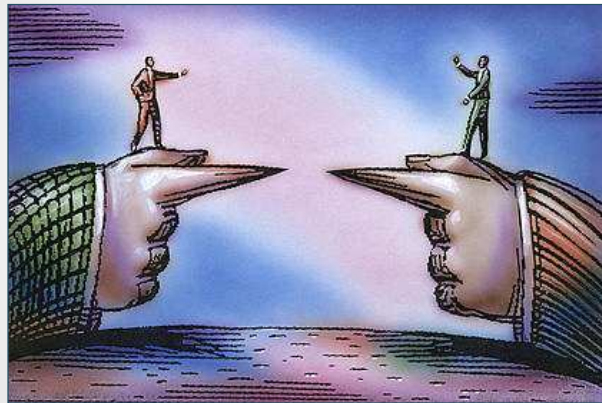
Integrate success factors into hiring criteria

View pressure situations as a challenge



## **Doubt can inhibit performance**

- Analyze your sales team and identify those who are struggling.
- Address limitations with training.
- Redirect those who are off track.
- Respond immediately to issues to avoid long-term effects.



**Balance prospecting and maintaining accounts in a way that works for you.**

## As a sales leader, you must...



- ...remain positive.
- ...focus on what is working.
- ...help overcome obstacles.
- ...keep your people focused.

## Competitive Drive

- Motivation is turned up under pressure.
- A need to beat the situation
- Competitiveness can push you through a tough time and put you in a better position when the storm clears.
- The right people enhance a company's competitive advantage.







*Sales leaders* can realize true sales potential when the pressure is on.

## How are top companies selling through these tough times?

1. Identify the key qualities that make a top salesperson.
2. Replace fear with confidence.
3. Maintain your value; lower your risk.
4. Prepare your team for tough times.
5. Implement team-building techniques.
6. Connect with your salespeople.
7. Lead your people in the right direction.
8. Stay optimistic.



**Thank you for joining us!**

For more information on how to hire  
and develop top salespeople,  
visit  
**[www.caliperonline.com](http://www.caliperonline.com)**  
or e-mail  
**[info@calipercorp.com](mailto:info@calipercorp.com)**