



MONDAY MOTIVATOR

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What Is Your Sales IQ?

It has been said that nothing gets done until somebody sells something. How true it is! If you look up *books about sales* Google will return 377 million results. That's more than the entire population of the U.S.A. So we're saying this topic must be pretty important for so many to be writing about it. And now we're about to add even more content to the topic.



What we want to focus on is your “sales IQ.” This is the sum of your skills in, around and about the topic of selling any product or service. Here at Performance Strategies we conduct Sales IQ Assessments. We measure eight stages of sales competence in order to find the areas where training, coaching or online support will help develop an average salesperson into a super salesperson. The eight stages are:

1. **Preparing.** This covers how you prepare for the sale and prepare yourself. You can be well prepared with information and sales tools but if you are not in the appropriate frame of mind, or if you do not appear professional to the buyer, you might not make the sale.
2. **Targeting.** Here we explore the markets or groups you may target as prospects. Then we focus on the individuals with whom you will make contact. This includes the sales strategies and tactics you select for each target. Poor targeting with great selling would result in limited success because you would be selling to the wrong people.
3. **Connecting.** This is the initial contact step in selling where you must appeal to people intellectually so that they see you as a credible resource and emotionally so that they trust you as a person. Without either, you are inhibited from learning enough about them to solve their problems and make a sale.
4. **Assessing.** In this step needs and wants are discovered. You will uncover what to sell and how to sell it primarily through probing and listening. As they say, “In sales as in medicine, prescription before diagnosis is malpractice.”
5. **Solving.** In this step the buyer's problem, or filling their needs, is where most of the sales attention has been placed in the past. This is the part where you present your solutions,

tell your stories, present your value proposition and describe the outcomes that buying will produce. At its lowest level, this is a sales pitch. At its highest level, this is a dialogue where you prove there is great value to the customer in buying from you and your company.

6. **Confirming.** Once you have shown that you can solve customer problems, it is time to gain their commitment to buy from you. This is the phase where revenue happens. Your goal is to confirm the commitment to purchase. Historically, this has been known as “closing” the sale. However the truth is that it is not an end but the initiation of your sales relationship, the beginning of serving your customers, as they begin to pay you for the value they receive.
7. **Assuring.** Here we focus on a confirmed sale. Such a sale needs assuring that the value promised will be received. This is where relationships are built and customer loyalty is to be given by you and your company. You want to deliver more than is expected. As they say “Under promise and over deliver.”
8. **Managing.** This is the final phase of the sales cycle where you record, track and manage your sale, the deliverables, and customer satisfaction. For some salespeople and their companies, this step is largely ignored. We find that many companies have no set of tools that require uniform tracking and customer management steps beyond the sale. They leave it up to the sales team to each figure out how best to accomplish this critical task. Some use Outlook while others use an Excel spreadsheet. A few will find boxed software products such as ACT or GOLDMINE and a very few will agree to use a far more engaging solution such as SALES FORCE.



The idea behind administering this Sales IQ Assessment is to put focus and strength on the revenue engine of your company. After all, if your business is in a sector that has room for account expansion why would any company not wish to secure that business? We hear the words Sales and Marketing used in personal titles and even departments of companies all the time. Does one depend on the other to succeed? And what is SUCCESS anyway? Who determines this?

We teach that marketing and sales are distinctly different departments, requiring different skill and experience to be effective. Marketing drives opportunities to your lobby while sales converts the opportunities into revenue.

To be sure, each of these eight stages of selling are courses in themselves. Such structured sales support programs require commitment on the part of management just as you would if you were going to buy a truck for your company use. You'd take into considerations things like:

- A. What is the truck going to be used for?
- B. How much weight must the truck be able to handle?
- C. Does it have to tow anything at any time?
- D. Does it need an enclosed box behind the cab or just a flat bed?
- E. What kind of engine does it require? Diesel or gas or a hybrid?
- F. How important are durability and reliability?
- G. What maintenance will be required and how often?

With these considerations in mind you are able to choose from dozens of configurations in order to meet your needs, desires, and expectations and thus secure a good value compared to the cost equation.

The same is true for your sales team, marketing team, customer service team, human resources team, finance team and management teams. All are completely different parts of the whole and each has its own considerations for what is needed to be efficient and lend to the profitability of the enterprise.



In summary, where do you want your company to go in the next 12 months? Do you have a map of how you will get there? Are there resources you can turn to for guidance, advice, suggestions, leadership, coaching, training, tracking and consistent customer contact strategies? Do you know the Sales IQ of your sales team? Are you sure each person on your team is doing his or her best or just getting by? As one of our clients in the cable industry is fond of saying: *“I need rock stars, not stage hands.”*

You can start with a conversation with Performance Strategies where an initial assessment will diagnose your current practices and business structure. We will then deliver a pathway for making changes where they make sense and can be justified with a return on investment consideration that drives more revenue and higher profits from your efforts. The whole idea of working with a sales / team building and leadership consulting firm is to gain the following benefits:

- Assess where you are now compared to where you would like to be with your revenue goals.

- Examine your internal operations systems to see if there are more efficient options for a smoother, more economical power management structure.
- Determine the power level of your sales and marketing groups to discover where training, coaching or guidance will deliver more opportunities for revenue and better account expansion options.
- Look over management practices that might be improved with a few adjustments to both processes and execution to the benefit of company guidance and the improved morale of the staff. Solutions can include coaching, training and a consulting commitment delivered over time from highly experienced business leaders.
- Review your business plan, action plan, sales plan, marketing plan and customer service plan. Where can improvements be made that deliver measurable increases in the results you are seeking?
- Review your company culture and what it does to support your best performance in your industry sector. Can changes make a difference? Should you consider steps in this area?

We look forward to your interest in a meeting to discuss these and other considerations that drive sales revenues to the bottom line. After all, your sales team is like the engine in your vehicle. It may be a 4 cylinder economy type producing 80 HP or it might be a quarto-turbo 12 cylinder power plant producing 1000 HP and able to push the vehicle to 200 Miles Per Hour. It all depends on how you want to roll.

Until next week, if you know of any business that would benefit with a little coaching in the areas of organization, time and task management, social media, sales, marketing, customer service, operations, HR, leadership or team-building, have them give us a call at 562-577-7000 or send us an email. We will keep you in the loop on how it's going.

Will Robertson, Founder / CEO and Jay McDowell, President / MBA are doing business as Performance Strategies as of Jan. 1, 2017. Our offices are located at 1231 E. Dyer Road, Suite 215, Santa Ana, CA 92705. You can reach us 562-577-7000. Our web site is www.PS-MCG.com Our E Mail addresses: Will@PS-MCG.com and Jay@PS-MCG.com



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Our consulting and coaching focus supports management, sales, customer service and operations. Included are sales and management assessment surveys as well as leadership, teambuilding, sales operations efficiency and online tracking projects. Our other team members bring additional disciplines as well. We will showcase them in future editions of this business journal. We are all committed to driving the results you want.