

A Step by Step Guide for Achieving & Maintaining Continuous Profitable Sales & Customer Growth Performance



Our Profitable SALES GROWTH SYSTEM

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Homepage

Guiding Beliefs

Secret To Our Success

Our Systematic Approach

Introduction to Sales Organization Development

How We Improve Profitable Sales Growth

First Solution "Free"



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**We Provide Telesales
Organizations With All The
Support They Need To Run
Their Business**

Even Better!

**We Have Developed
Profitable Sales Growth Solutions
Throughout North America & Europe
For the Past 16 years**





“One Stop” Telesales Support Shop

Outbound Excellence
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www.outboundexcellence.com

In Jan 2008, We Retired From Field Sales Consulting

And We've Taken Our Knowledge, Experience
& Proven “12 Step” Telesales Development System

And Packaged Our Services Into Portable & Scalable,
Low Cost Solutions That We Now Offer
Via “Telesales”

To Telesales Organizations.....
Throughout North America

Here's What We Don't Do

- 1) We Don't Develop Compensation Plans**
- 2) We Don't Recruit, Hire or Train Telesales Reps.**
- 3) We Don't Sell Sales Leads**
- 4) We Don't Set Sales Performance Goals**
- 5) We Don't Teach Selling or Account Management Skills**
- 6) We Don't Monitor or Develop Performance**
- 7) We Don't Develop Account Transition Plans**

**But ... If You Are Looking For
“Proven” Telesales Processes**

**That Have Been Tested & Proven In Companies Such
As Insight Direct, IBM & Hewlett Packard
For Just “Pennies On The Dollar”**

**Then Outbound Excellence
Is The “One Stop”
Telesales Support Shop**

For You!

**Take Our Proven
Recruiting & Hiring Processes**

**They Insert Right Alongside
Your Existing Processes**

&

**Both Reduce Selling Costs and Improve
Sales Growth Performance**

Facts About Sales Turnover

3 Months – Average Time For Turnover Of A New Hire

40% - Cost Of A Hiring Mistake As A % of the Annual Base Salary

\$11,865 – Total Cost of Hiring the Wrong Sales Person

Pre-Employment Costs:

advertising, pre-screening, interviewing, testing, background checks, travel, recruiting fees, lost opportunity

Employment Costs:

salary - 3mos., FICA, workers compensation, unemployment comp, health & life ins., vacation & holiday pay, new hire processing

Support Costs:

physical, drug test, phone, IT set-up & support, office supplies, business cards, software license, office furniture, manuals, sales supervisor costs, admin. training & support costs

Calculating Your Company's Cost of Sales Turnover

Cost of a Hiring Mistake for an Outbound B2B Telephone Sales Representative with a Base Salary of:	\$30,000
Pre-Employment Costs	\$1955.
Employment Costs	\$5960.
Support Costs	\$3950.
Total “Cost Of A Bad Hire”	\$11,865.

\$11,865. is the average - “Cost Of A Bad Hire” – of course it varies from company to company. The important point is to understand what your company’s actual cost is, and then to recognize for \$10 per applicant, you could eliminate a majority of your “Bad Hires” – and put that money right back to your bottom line. Calculate Yours!

Hiring Only Top Sales Performers

There are 16 different
Behavioral Characteristic Profiles.

Only People with 2 of the 16 Characteristic
Profiles would find Long Term Enjoyment and
Effectiveness in a Sales Position.

Well Less Than 50% of the People that Make
Their Living Selling in America Today,
Possess the Natural Characteristics
to Enjoy Their Job.

The Average Turnover of Outbound B2B
Telephone Sales Representatives is 50%+.

The Average Cost
for Each of those Turnovers is Over \$11,000.

For \$10. Per Sales Candidate, you can Identify
Those Candidates with Ideal Sales
Characteristics with 98% Accuracy, using the
Most Effective Scientific Method Ever Developed
to Identify People with Ideal Sales
Characteristics.

Ideal Sales Candidate - Profile Analysis

Last Name	First Name	Location	Behavior Profile
Profile 1 = 6.67%			
Maines	Cary	Montreal	Profile #1
Martin	James	Montreal	Profile #1
Sadder	Paul	Montreal	Profile #1
Profile 2 = 2.22%			
Archuletta	Andrea	Montreal	Profile #2
Profile 3 = 31.11%			
Jordan	Thomas	Dallas	Profile #3
Sparks	Craig	Dallas	Profile #3
Fox	Mike	Raleigh	Profile #3
Dientra	Manny	Montreal	Profile #3
Keys	Mary	Montreal	Profile #3
Kenders	David	Montreal	Profile #3
Vallers	Gloria	Raleigh	Profile #3
Wilkes	Sam	Montreal	Profile #3
Wooden	Karly	Raleigh	Profile #3
Waxman	Dwain	Montreal	Profile #3
Profile 4 = 2.22%			
Kingman	Alan	Raleigh	Profile #4
Profile 5 = 6.67%			
Gutierrez	George	Dallas	Profile #5
Martinez	Chuck	Raleigh	Profile #5
Profile 6 = 2.22%			
Lemmer	Janette	Raleigh	Profile #5
Profile 6 = 2.22%			
Rand	Marcella	Raleigh	Profile #6

Approximately 6 out of every 10 people in
America today, that make their living selling
B2B over the telephone, don't even possess the
natural characteristics to enjoy their job.

Last Name	First Name	Location	Behavior Profile
Profile 7 = 6.67%			
Allen	Ben	Montreal	Profile #7
Morgan	Matt	Raleigh	Profile #7
Stein	Marty	Montreal	Profile #7
Profile 8 = 42.22%			
Anderson	Mary Anne	Montreal	Profile #8
Ambers	Stan	Raleigh	Profile #8
Baines	David	Dallas	Profile #8
Mack	Bob	Montreal	Profile #8
Grimes	Daniel	Dallas	Profile #8
Hendrix	Chris	Raleigh	Profile #8
James	Peter	Montreal	Profile #8
Standstrom	Bill	Raleigh	Profile #8
Warren	Jennifer	Raleigh	Profile #8
Larsen	Mike	Raleigh	Profile #8
Smith	Monica	Montreal	Profile #8
James	Mike	Montreal	Profile #8
Barnes	Lizzy	Raleigh	Profile #8
Carson	Jesse	Montreal	Profile #8
Franks	Ken	Montreal	Profile #8

Ideal Sales Candidate Profile - Summary

Sales Cand. Profile #	# of Sales Reps.	% of Sales Reps.	80/20
8	19	42.22%	42.22%
3	14	31.11%	73.33%
7	3	6.67%	80.00%
1	3	6.67%	86.67%
5	3	6.67%	93.33%
2	1	2.22%	95.56%
4	1	2.22%	97.78%
6	1	2.22%	100.00%

Setting Proper Expectations	Account Management / Customer Development	Performance Requirements
<p>For Most Companies, High Sales Turnover Begins At The 1st Stage Of A Profitable Sales Growth Strategy, The Job Description</p>	<p>1- # of Profiled Accounts 225 Min. / 250 Goal</p>	<p>1- Customer Contact Time 3:07 Min. / 3:40 Goal</p>
<p>With Both The Employer & Sales Candidate “Selling” Their Best Side To Each Other, Neither Really Understands The “True Picture”</p>	<p>2 - # of Contacts / Account 1.5 Min. / 2.5 Goal</p>	<p>2 - # of Sales Presentations 8 Min. / 12 Goal</p>
<p>In Many Companies That Achieve And Maintain Record Levels Of - <u>Productivity, Performance & Profitability</u> - The Job Description Plays A Much More Vital Role In Leading and Directing Sales Representatives Through Their Development.</p>	<p>3 - # of Active Accounts 35 Min. / 50 Goal</p>	<p>3 – Net Margin Dollars 85% Quota Min. / 100% Goal</p>
<p><u>An Effectively Written Job Description Provides Salespeople With A Clear And Accurate Understanding Of The:</u></p> <ol style="list-style-type: none"> 1. “Results” They Will Be Required To Achieve 2. The Timelines For Achieving Them 3. The Rewards And Consequences For Both Achievement And Non-Achievement. 	<p>4 – Preferred Products Listed 75% Min. / 85% Goal</p>	<p>4 – Average Line Items 1.92 Min. / 2.26 Goal</p>
	<p>5 – Needs / Opportunities Defined 75% Min. / 85% Goal</p>	<p>5 – Average Order Size \$327 Min. / \$384 Goal</p>
	<p>6 – Documented Call Strategy 75% Min. / 85% Goal</p>	<p>6 – Net Shipped Revenue 85% Min. / 110% Goal</p>
	<p>7 – E-Mail Captured / Send O.K.’d 80% Min. / 90% Goal</p>	<p>7 – Returns 5% Max. / 3% Goal</p>



Test for ...“Knowledge, Skills & Abilities” ... Before You Hire

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For Over 10 Years, American Sales Leaders Have Rated "Hiring" As The Most Important Decision Their Sales Organization Makes

The Reason Is That Hiring Decisions Have The Greatest Impact On Sales Success

For That Reason, One Of The Most Popular & Effective - Hiring Processes We Have Ever Developed Is Our

Outbound Excellence – “Prospecting Exercise”

Here's What It Is: This is a role play exercise that gives each candidate a chance to experience what prospecting for your company will be like, using the same type of guideline, and under the same pressure and environment they would as a sales representative for your company.

Here's What It Does: This prospecting exercise will accurately test each sales candidate's - Knowledge, Skills & Abilities – in the following areas, prior to making a hiring decision

Selling Skills	Work Ethic
Confidence	Desire
Commitment	Attitude

Outbound Excellence

“The Qualifier”

This is the “Prospecting Exercise” you will be providing to each qualified candidate:

A major element of your success at Outbound Excellence is your ability to make effective prospecting calls. In fact, as a new associate, you will spend approximately four hours per day developing business by prospecting new accounts. Prospecting is hard work, and it's not for everyone. In an effort to help our sales candidates decide if they have the right desire and skill set for prospecting, we have developed a prospecting exercise as part of the interviewing process.

This role exercise gives candidates a chance to experience the feeling of prospecting using the same guidelines and in the same environment they would as an Outbound Excellence sales associate.

We are providing you with a sample prospecting guideline that is the same guideline that our associates use to develop their prospecting skills on the phone after they have completed sales training.

We are also providing you with information to enhance your overall selling skills. Both the call guideline and the selling skills information are the same documents used to train our NEW sales associates.

Here's How The Exercise Works:

- 1) Study both the call guideline and the selling skills information until you are comfortable with each.
- 2) Practice making calls using the guideline until your prospecting call is fluid and you are comfortable with the Selling Skills information. You may practice this information by role playing with your friends and family, or by taping yourself and monitoring your progress.
- 3) Keep in mind that this exercise will be a determining factor in making our hiring decision. It will provide us with a good overall view of your Ability to Follow Instructions, Work Ethic, Persistence, Desire To Succeed, Communication Skills, Self Confidence, Selling Skills, and your Ability to Work Under Pressure.
- 4) When you are ready for the REAL TEST, call your prospect! The name and telephone number of your prospect, (our Director of Sales) is included with the information packet. Remember when making the call that you are no longer a candidate. You are a sales associate representing Outbound Excellence and the director is a prospective customer. There's no need to preface your call; the call guideline will clearly identify the purpose of the call.
- 5) End the call the same way you would with any customer. You will be contacted with our hiring decision within 3 business days.



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