

SALES PEOPLE SUCCESS



SALES PERSON SUCCESS



We all know that **Successful Sales People** can make a dramatic difference to the growth and success of a business.

But the question is - how do we go about understanding what makes a Great Sales Person for **Our Business**.

How do we know what **TYPE** of person we need, what they will **DO** and how we contribute to and **MEASURE SUCCESS**?



RISKS OF THE WRONG FIT



REVENUE & PROFIT

The loss on your expected return from the new Sales Person creates a revenue gap.

Add to this the costs of finding, hiring, onboarding & training.

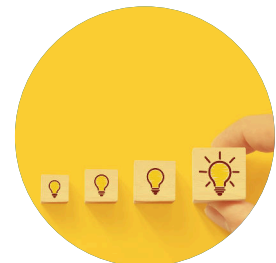
Both of these mean lower profitability.



TEAM & PRODUCTIVITY

Team morale is adversely impacted by the time and effort you spend with this person, and away from the team.

They also feel the negative impacts from disgruntled staff and customers.



BRAND & CLIENTS

Your brand is how your people and clients experience doing business with you.

How your clients view you and your ability to help them may be tarnished by the wrong hire.



UNDERSTAND

how your business ticks



The first and most important job is to **understand** your business from your clients' perspective.

Understanding **how they buy** can help you understand who might fit with helping your clients make their decisions.

Knowing who and how people buy from you is the **foundation** for finding and keeping a sales person who will be successful in your business.

CREATE

your success metrics



Sales Metrics are more than the dollar based results you want your new sales person to bring in for your company.

Metrics should cover:

- **WHY** you do what you do (culture)
- **WHAT** activity is required to move people through your sales process
- **HOW** do you measure sales success in your business.

Now we know the why, the what and the how for your sales person we can start looking.



FIND the winners

Finding the right people is all about setting the scene, telling the story of your business success and asking the right questions.

At this stage of the process we:

- Craft a clear ad to **attract** people to who you are, what you stand for and what you are offering.
- Go prepared to interviews with **key documents** that show them your business.
- Have a range of **questions** so you can assess their fit.



BUILD Success Plans

Launching your sales person successfully in your business must be your first imperative. With a plan you can map out the steps to success.

Your Sales Person Success plan helps you:

- **Onboard** them well into your team
- Sets clear **expectations** for them and you
- Allows you to **lead, measure** and **manage**.

Your success plan is your map to finding the right pathway together.



SALES PEOPLE SUCCESS PROCESS



COACH for success

With all people and businesses, we need to find the right fit. I have an 87% success rate at helping business find the right sales person and coaching **them to stay**.

Coaching helps you do this by:

- **Helping** the new sales person settle in and succeed in your business
- **Answering** questions and concerns from the business owner
- **Modifying** and improving the success plan

You and your sales person will know if this will work within the first 30-45 days.



SALES PERSON SUCCESS

Hiring the right sales people is one of the most important keys to strong growth and ongoing success in your business.

The cost of choosing the wrong person is not just missed opportunities, but can cost you unrecoverable leads and brand damage.

We have an 87% success rate with helping companies hire sales people with Cultural and Outcome fit. Resulting in sales people staying and succeeding at business growth.

If it is a wrong fit, it is clear to everyone within the first 30-45 days.

The process of working with Frances helped me think differently about my business, from a sales person's perspective. She was there to test my thinking and stretch my ideas. This created a framework for finding and employing a sales person who I knew how to make it work for me, my business and for my new sales person.
Darlene Neu - Mortgage Broker

SUCCESS TIMELINE 9 MONTHS



REWARDS OF THE RIGHT FIT



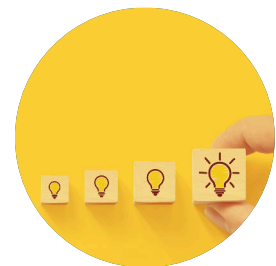
REVENUE & PROFIT

More clients and more of the right type of clients.
Profitability comes from finding and converting clients that fit beautifully with your business.



TEAM & PRODUCTIVITY

A team of professionals, working together, on the right things, to nurture clients and create success.
Success for the team, for the clients and for the business.



BRAND & CLIENTS

The right people build you brand and increase the value of what you do and how you do it.
Clients who value you and all that you do.

LET'S GET STARTED



Contact:

P: 0417 331 040

E: f.pratt@metisan.com.au

ABOUT METISAN

Profitable sales are the lifeblood of any business, and we exist to help you make the most of your opportunities and build your value.

Metisan helps you overcome the barriers to improving your sales performance, from defining your own no-fail sales process to recruiting the right sales team for your business.



ABOUT ME

In addition to my 28 years of Sales Experience, I have a Graduate Certificate in Change Management and an MBA from Melbourne Business School.

Coupled with my hands-on sales experience, these have helped me create a toolbox of techniques to help businesses better understand themselves and their customers.