

*take  
the*  *lead*

**CONVENTION 2013**

# Sales Management That Works!



**Mark Johns**

Senior Business Development  
Consultant

# Expectations

# Sales Management That *Works!*

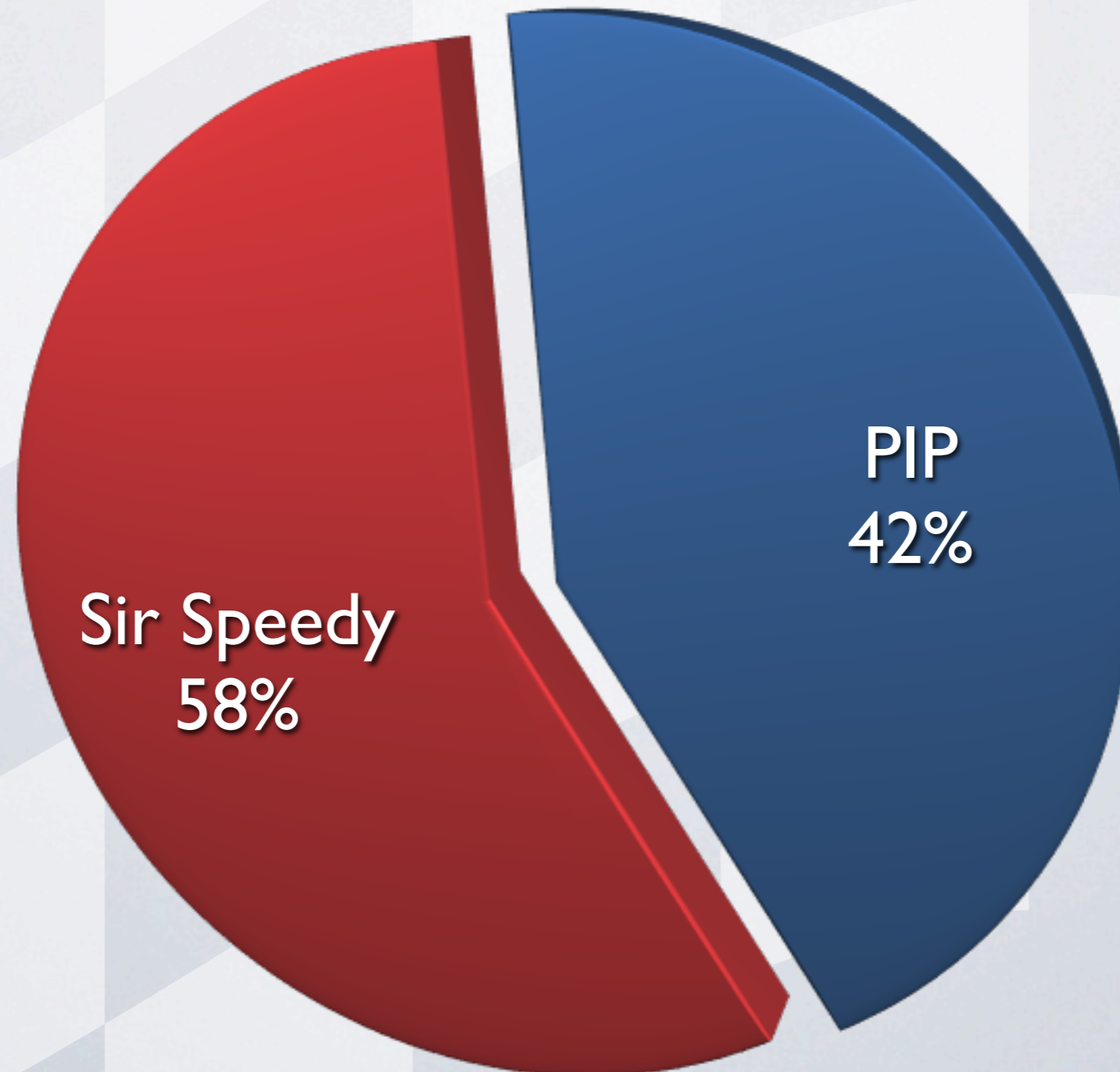
- Review Top 50 Survey Findings
  - ▶ Who they are
  - ▶ What they do
  - ▶ What they say about you
- Sales Management That Works!
  - ▶ Mary Kohler, Sir Speedy, Lancaster, PA
  - ▶ Alan Gardner, Sir Speedy, Newark, DE

# Top 50 Survey

# Who They Are

- 50 Top Performers
  - ▶ 23 PIP
  - ▶ 27 Sir Speedy
- Levels
  - ▶ 4 \$2MM
  - ▶ 8 \$MM
  - ▶ 16 \$600,000 - \$999,999 (Platinum)
  - ▶ 22 \$400,000 - 599,999 (Gold)

# Who They Are



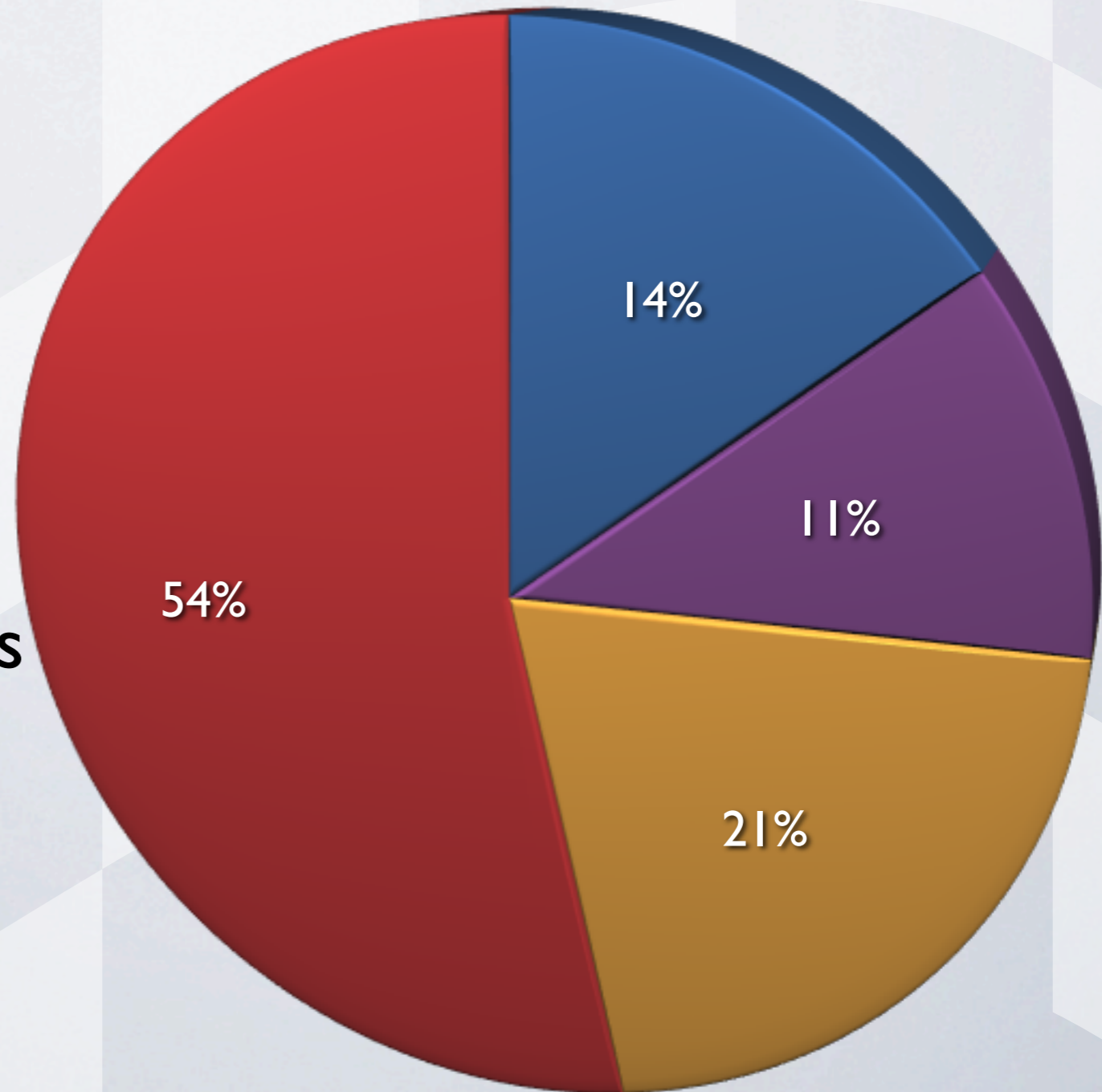
# Who They Are

- 61% had prior sales experience
  - ▶ Trucking, heavy equipment, restaurant, copiers, business forms, food service, Tupperware, business machines, automotive, healthcare
  - ▶ 1-3 years: 16%
  - ▶ 6-10 years: 19%
  - ▶ More than 10 years: 26%

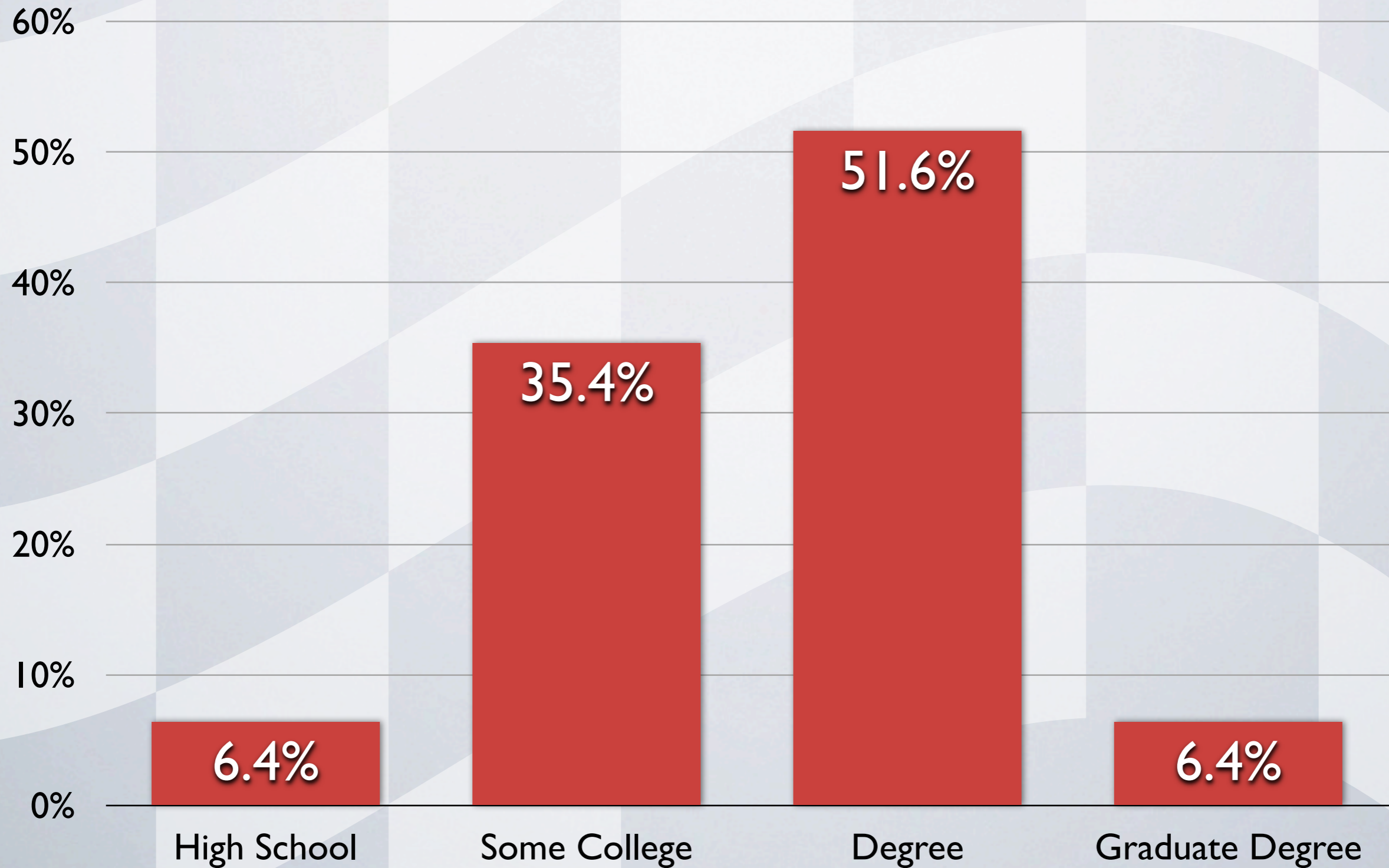


# Selling For Current Center

- 1-3 years
- 4-5 years
- 6-10 years
- More than 10 years

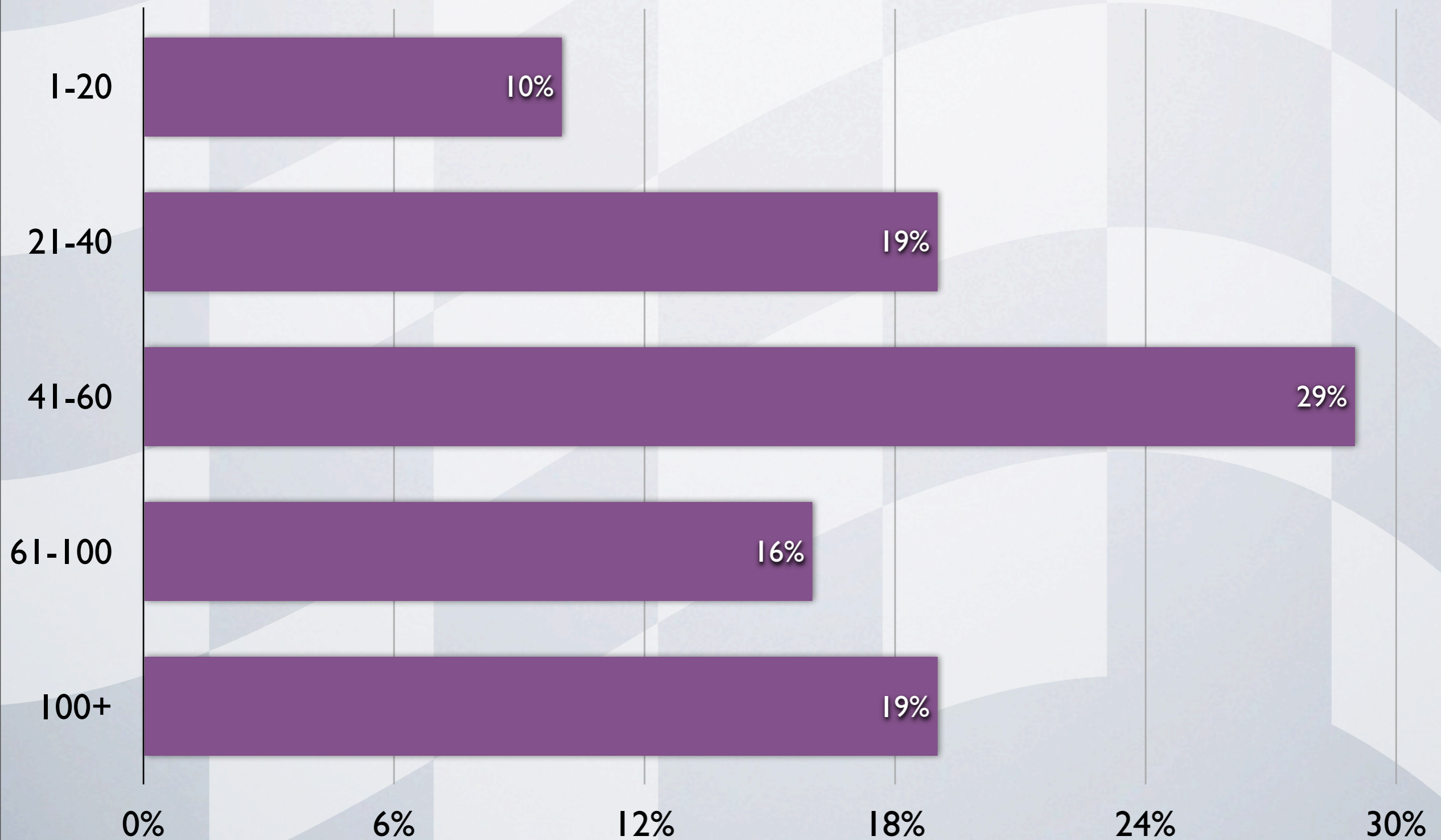


# Education

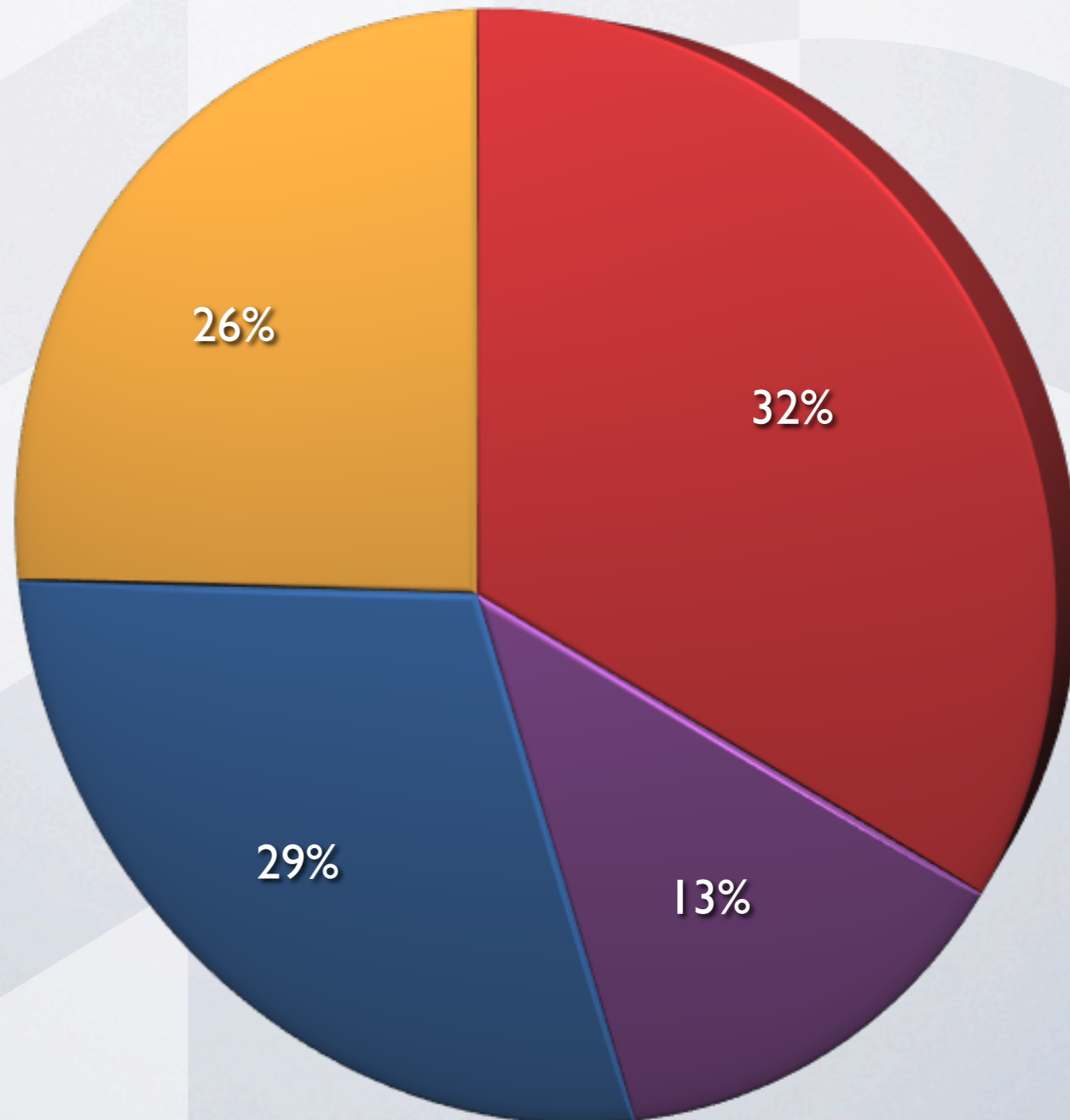


# What They Do

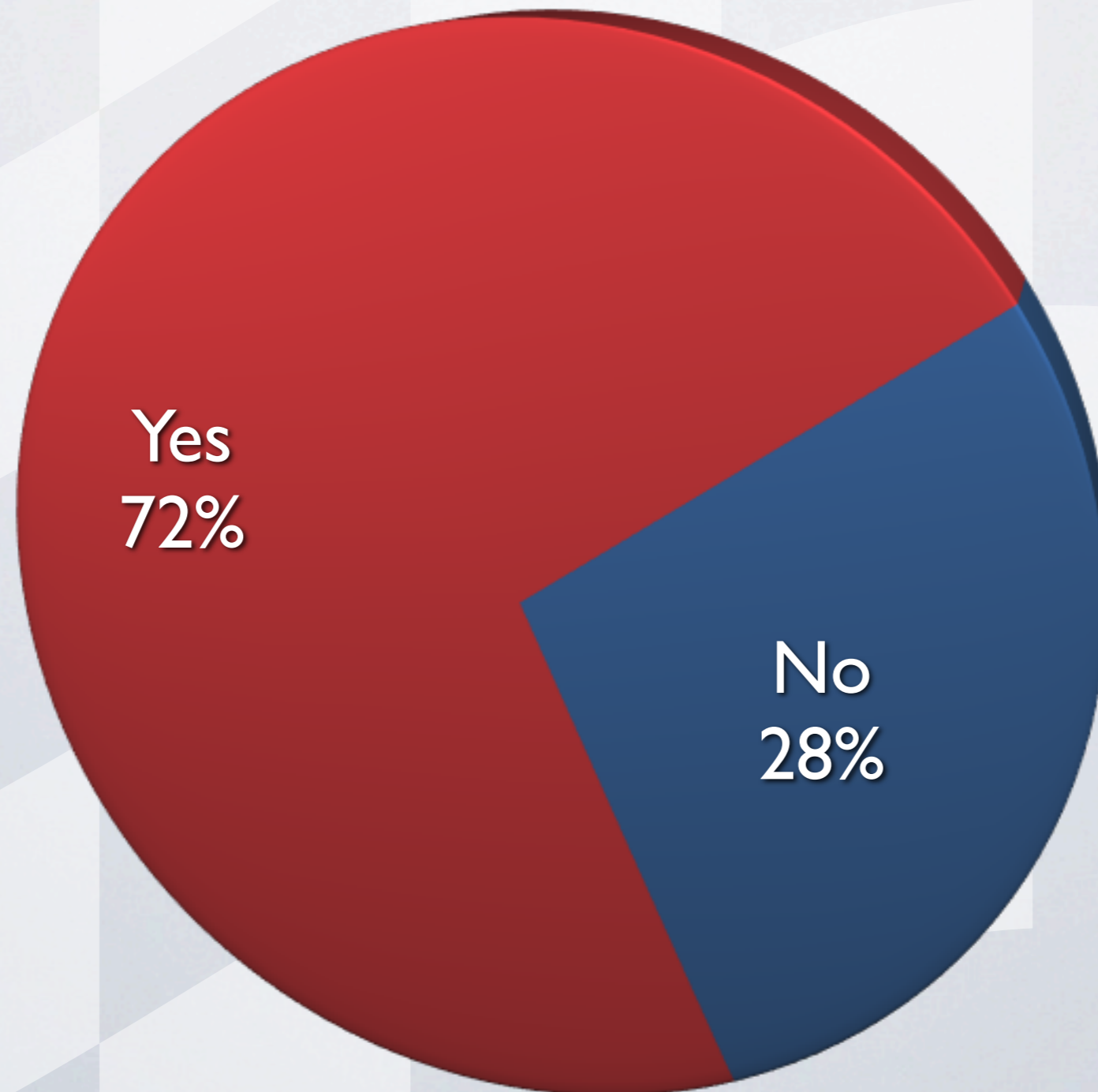
# Active Accounts



# Prospect List



# Have a Written Sales Plan



# What They Do

- 74% rank their ability to sell marketing services as good or very good.
- What can they do better?
  - ▶ 2 - Get more appointments
  - ▶ 8 - Better time management/organization
  - ▶ 6 - Do more prospecting
  - ▶ Other: Listening, learning, delegating, marketing, get out more hours per day

# What They Say About You



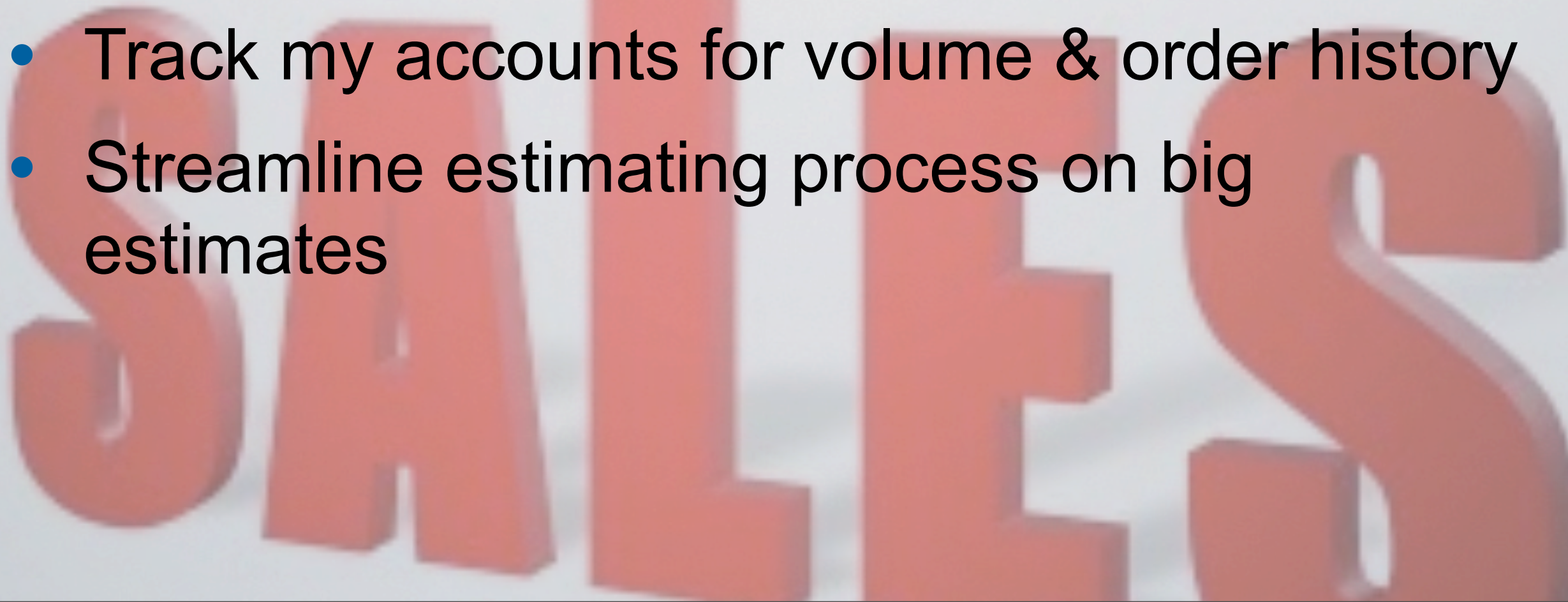
# How can your sales manager help you?

- Keep my feet to the fire to complete tasks
- Keep on me to get out and cold call
- Provide me with a laptop
- Provide leads to me (from phones, CDMP, Google Search, Request A Quote)
- Admin help



# Improve their performance?



- Regular sales & marketing meetings together
  - Fewer meetings and less paperwork
  - Have monthly meetings to f/u on sales plans
  - Track my accounts for volume & order history
  - Streamline estimating process on big estimates
- 

# Improve their performance?

- I have nothing positive to say
- I don't feel I have a sales manager
- Nothing
- Nothing! I could not ask for better support. He should run clinics and educate others!



# Sales Management That Works!

# Sales Management That Works!



**Mary Kohler**

Sir Speedy  
Lancaster, PA



**Alan Gardner**

Sir Speedy  
Newark, DE

Thank you

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