



Building a Sales Team

Bill Rice

866.667.5253

bill.rice@kaleidico.com

www.kaleidico.com

Classic Rendezvous Dilemma

- Two perfectly matched candidates in a sea of distraction
- Options:
 - Both do nothing
 - Both wander aimlessly in the wilderness
 - One gets focused and intentional about finding the other



Keys to Sales Success

Attitude

Knowledge

Execution

Hire Only on Attitude

- Resumes are suspect
- Past numbers are unverifiable
- Industry experience may bring good and bad
- Strip away all that may be suspect and you are left with is attitude
 - Motivation
 - Initiative
 - Determination
- So, make that your hiring gate!

Set the Attitude

- Sales is
 - Emotional
 - Boring
 - Exciting
 - Intense
 - Frustrating
- Set your attitude to maximize the positive
- **NO WHINING!**

Create Knowledge

- Everyone sells
- Everyone starts selling on the frontline
 - CEO/President that includes you!
- You graduate to the big deals or generate them yourself
 - Never hand a big deal out

Create Playbooks Not Scripts

- Study last 5 years
 - Markets
 - Products
- Build top 10 customer scenarios
- Build top 5 customer financial objectives
 - Create playbook matrix
 - Create top 3 options for each
- Study playbook every night & update

Execution

- Organize the team for success
 - Lead generation
 - Prospect team
 - Contact team
 - Closing team
 - Lost deal process

Lead Generation

- This is typically in marketing, but it effects YOU so get involved
 - How is it done?
 - Where are they coming from?
 - How are they qualified?
 - Are they verified?
 - When and how are they distributed?
 - What is the feedback process?

Prospect Team

- Leads are endless, harvest them
- Continually seek out and identify new sources of prospects
- Validate and qualify sources
- Test sources
- Create a harvest process or strategy

Contact Team

- This is your frontline to success
 - Like any good football team knows plays are made and broken at the line of scrimmage
- Should be a dedicated, well trained, well scripted cadre
- Commission on qualified transfers

Closing Team

- Best attitudes
- Most knowledgeable
- Most experienced
- Most enjoyable to talk to
- Focused on solutions for your clients
- Earned position

Lost Deal Process

- Whether it is a team or a process or both make sure you focus on lost deals
- I win back at least 20% of these within the first 12 months

Successful Sales Teams

- Hire and Nurture Attitude
- Build and Reinforce Knowledge
- Honor and Reward Execution



Questions?

Bill Rice

866.667.5253

bill.rice@kaleidico.com

www.kaleidico.com