

80/20 Selling System™ Home Study Course

Table of Contents

Introduction

About the Author
What is "The 80/20 Rule"?
How Does The 80/20 Rule Impact Sales Team Performance?
Defining the Real Problem
What is the Financial Impact of the 80/20 Rule?
 Revenue Impact
 Expense Impact
 Bottom Line Impact
What Exactly Is The 80/20 Selling System™?
What does the 80/20 Selling System™ Home Study Course Include?
Who Will the 80/20 Selling System™ Work For?
Earnings and Forward Looking Statement Disclaimers
How to Read and Use This System

Part 1: The Right People

Chapter 1: Why Salespeople Don't Perform

Why Recruiting Processes Fail
 Employment Ads
 Resumes
 Interviews

Chapter 2: Sales Assessment Testing

Three Critical Categories
 Cognitive (Brain Function)
 Behavioral
 Interests
Critical Sales Characteristics
Speaking From Experience

Chapter 3: Relationship Preferences and Selling Styles

Relationship Preferences
Selling Styles

Chapter 4: Defining Your Company's Sales Job

Assignment #1

Chapter 5: The Impact of Sales Manager Style

The Field General

The Administrator
The Importance Style Awareness

Chapter 6: Performance-Based Recruiting

Recruiting Ads and Job Descriptions
 Education
 Experience
Performance-Based Recruiting
Assignment #2
Assignment #3

Part 2: The Sales Cycle

Chapter 7: How to Grab a Prospect's Attention

What Is An "Elevator Pitch?"
How Do You Develop An Effective Elevator Pitch?
Assignment #4
The Importance of Quantified Impacts
Assignment #5
Avoid This Critical Prospecting Mistake
Here's a More Effective Approach
Another Suggestion

Chapter 8: The Secret to Closing More Sales

Step 1: Business Problem Qualification
Step 2: Business Problem Quantification
Step 3: MAIN-BP Qualification
Step 4: Technical/Detailed Qualification

Chapter 9: How to Write Effective Selling Proposals

RFP Responses
Boilerplate Bombs
What Is An Effective Selling Proposal?

Chapter 10: Don't Discuss Price "In a Vacuum"

What Does "In A Vacuum" Mean?
A Real-Life Example
How to Avoid Premature Price Discussions

Chapter 11: Effective Product Demonstrations

Does This Scenario Sound Familiar?
Why Product Demonstrations Fail to Produce Orders
What's the Solution?
How to Structure Product Demonstrations

Chapter 12: Closing Sales

5 Sales Closes That Work

The Monkey's Paw

Assignment #6

The Value of Testimonials

What Is A Testimonial?

How Does A Salesperson Acquire Testimonials?

Building a Centralized Testimonial Repository

Assignment #7

How to Close More "I Want" Sales

The "I Need" Sale

The "I Want" Sale

Chapter 13: How to Overcome Sales Objections

Assignment #8

Part 3: The Right Processes

Chapter 14: Effective Sales Compensation

Why 100% Commission Plans Don't Work

Providing an Income Floor

Salary

Recoverable Draw

Non-Recoverable Draw

Calculating Sales Commissions

Additional Incentives

Why Incentives Fail

Putting It All Together

Assignment #9

Step #1: Analyzing Historical Sales Data

Step #2: Allocating Funds to Sales Compensation

Step #3: New Business vs. Repeat Business

Step #4: Determining Annual Sales Targets

Step #5: Determining the Target Income

Step #6: Determining the Income Floor

Step #7: Determining Commission Percentages

Step #8: Bonuses and Other Incentives

Step #9: The Sales Compensation Memo

Sales Compensation Q&A

Question #1

Answer #1

Question #2

Answer #2

The Best Compensation Plan for YOUR Company

Chapter 15: Why Most Sales Training Programs Fail

Training The Wrong Students

"One Size Fits All" Training Curriculums
 Different Training Needs
 Different Learning Rates
Excessive Focus on Technical Details
 The "Get Dangerous Quickly" Story
Assignment #10
Lack of Reinforcement Training Chapter

16: Inspect Activity, Not Just Results

Inspecting Activity Quantity
Assignment #11
Inspecting Activity Quality

Chapter 17: Forecasting and Pipeline Management

Forecasting and Pipeline Management Tools
 Spreadsheets
 Client Relationship Management (CRM) Software
Opportunity Pipeline Views and Reports
 Opportunity Pipeline Report Data Elements
 Sorting Report Data
 Assigning Confidence Percentages
 Using Pipeline Reports Effectively
The Importance of Valid Next Steps

Chapter 18: Assign Tasks to the Lowest-Cost Resource

Take These Tasks Away From Your Salespeople
Where Should Your Salespeople Focus Their Time?
Assignment #12

Chapter 19: How to Support Strategic Selling

Working Hard vs. Working Smart
Critical Data

Chapter 20: Territory Management

How to Define Sales Territories
Sales Territory Management

Part 4: The Right Prospects

Chapter 21: Effective Prospecting Plans

What is a Prospecting Plan?
Referrals
Cold Calling
Networking
Strategic Alliances

Speaking
Writing
Devising An Ideal Prospecting Plan
Assignment #13

Chapter 22: Website Sales Lead Generation

How to Generate More Website Sales Leads

Part 5: Selling Tips for Your Salespeople

Chapter 23: Go for the "No"

How to Get to No

Chapter 24: Maximize Sales by Minimizing "Windshield Time"

Chapter 25: Effective Account Management

What is Account Management?
Required Skills and Talents
Required Activities

Chapter 26: Achieve Goals by Focusing on Activities

Chapter 27: Selling Starts with Emotion

Difficulty Booking Appointments
Stalled Opportunities
Difficulty Closing Sales

Chapter 28: Close More Post-Trade-Show Sales

Afterword: Taking the Next Step

CD and MP3 Formats Also Available
Tools for Your Sales Team
Seminars, Workshops, Teleconferences, Webinars
80/20 Sales Leader Membership Website
What Does A Membership Include?
 Silver Membership
 Gold Membership
Scheduling Your Complimentary Sales Assessment Test Bundle
No-Obligation Consultation

Appendix

Worksheet #1: Defining Your Company's Sales Job
Worksheet #2: Sample Performance-Based Recruiting Ad
Worksheet #3: Performance-Based Recruiting Ad Text Snippets
Worksheet #4: Performance-Based Screening and Interview Questions

Worksheet #5: Elevator Pitch
Worksheet #6: MAIN BP Qualification Form
Worksheet #7: Sample Sales Compensation Memo
Worksheet #8: Sample Get Dangerous Quickly™ Documents
Worksheet #9: Strategic Selling Worksheet
Worksheet #10: Seminar Checklist
Worksheet #11: Seminar Evaluation Form
Worksheet #12: Suggested Reading

Index