eGrabber & Penoyer Communications Presents
7 Golden Habits High-Performing Sales Management Still Follow
Speakers Profile

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Tweet your questions /comments with #eGrabberWebinar
Please stay to the end of the end of the presentation as I have some useful gifts for you!

If you have questions type them in the chat box.

Additionally, I will stay and answer any questions you might have.
#1. You must motivate your salespeople
• Only motivated people will achieve high levels of performance
• Motivated people require less supervision leaving more time for empowerment
• Motivated people are more likely to stay with the company provided opportunities are provided
• A motivated salesperson will do more than all the sticks and carrots you can offer will ever achieve
#2. You must give salespeople a sales process that works when used.
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- If the salespeople knew how to create a powerful and compelling process, they’d be in management.
- Praying your salespeople will come up with the most compelling and powerful approach to your product or service doesn’t work.
- When salespeople fly-by-the-seat-of-their-pants it is impossible to figure out what works and what doesn’t – only a consistent message can be tuned and tested.
#3. You must thoroughly document your sales process
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- Without a detail documentation of the best-selling practices and most compelling words, your sales process will descend into chaos.
- The best practices and most compelling stories will not be captured or used.
- Only with such a documented sales process can you begin to test and tune the sales message as one would a display advertisement.
#4. You must run regular training and coaching on your sales process
• People learn by repetition, and the way you get repetition of the sales process is through regular coaching that catches and corrects deviations.

• If you don’t involve salespeople in the process through training each week, you’ll quickly discover that much of what was designed is not being used.

• Like the athlete or other professional, regular coaching is the only way high levels of performance are achieved.
#5. You must regularly work on making them productive and efficient
#5. You must regularly work on making them productive and efficient

• As Thomas Edison said...
  “If we did all the things we are capable of, we would literally astound ourselves.”

• Examine the work-flow and look for ways to make it more efficient

• Examine the non-selling takes attempting to eliminate or reduce them thus increasing selling time

• Look at and implement time management practices.
#6. Teach your salespeople cold calling and marketing
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- Most salespeople don’t know how to make cold calls, but most sales management wrongly assumes they do.
- Develop as part of your sales process a cold call method that works when executed, then train your folks how to use it.
- Teach or help your salespeople with marketing. Most salespeople write terrible emails and solicitations, and most companies do not have compelling unique selling propositions.
#7. Teach salespeople how to leverage social media
• Social media is not the answer for every sales situation, but it offers some unique engagement methods that can be helpful.

• Salespeople need to understand “networking” is it is a critical part of social media

• For most B2B products LinkedIn® is an invaluable tool for engaging prospect, but most salespeople simply use the data and don’t leverage the environment.

• If you don’t teach, they’ll waste lots of time trying
• Article: “How To Increase The Results Of Your Inside Sales Team”
  This article contains 30 things I’ve found over the last 40 years that increase performance.

• FREE - Private Sales Effort Consultation
  This consultation is a chance for you to ask me any questions you wish about your effort. We can also discuss the many no-risk options for getting results.

For either offer go to http://www.penoyer.com/egrabber
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Find all Information on Public Internet

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We've patented this Email Append Process!

Methods and systems for determining email addresses
US 8495151 B2

ABSTRACT

Disclosed herein is a method and system for a user to find an email address using the Internet. The user inputs the information that he wants to be verified or completed. A seeking unit determines the missing fields in the input information. The seeking unit may determine the missing information in the email address from various sources on the Internet, using a set of rules. The rules may be specified by the user or present in the database. The obtained search results are ranked by a ranking unit, based on the relevance of the scores. The seeking unit may also display the found email information along with the ranks to the user. The user has the option to sort the email information. The user may then select the most accurate email information, according to him, which is then used to populate the field in the information.

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External Links: USPTO, USPTO Assignment, Espacenet
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3,500+ eMails / year (actually, unlimited...)

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