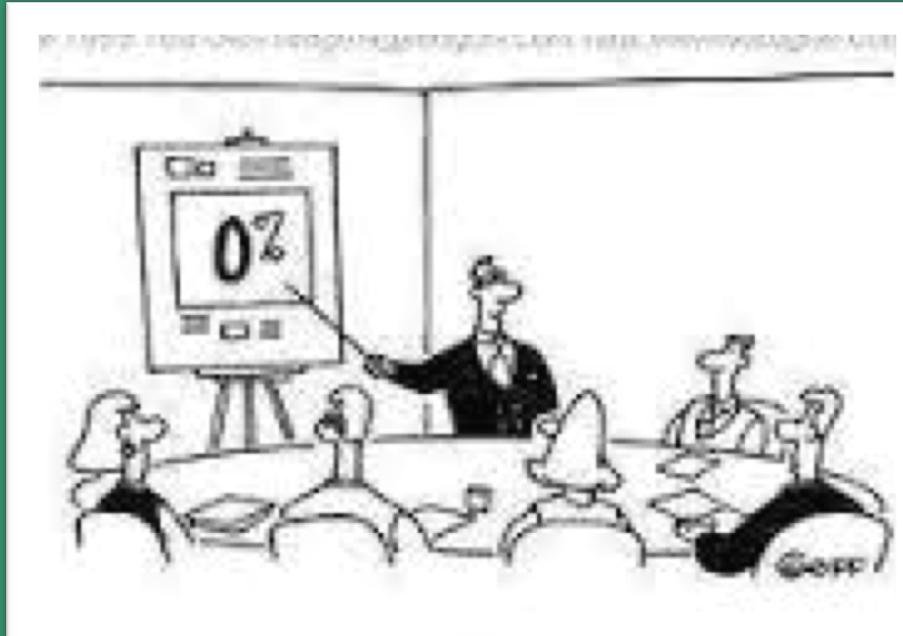




Build a Productive Sales Environment

chuff@maroонventures.com
@charityhuff



...Same goes for recruiting quality sales professionals...



What Does Your Ideal Sales Team Look Like?





Build Your A-Team

RELATOR

SOCIALIZER

PROBLEM
SOLVER

DIRECTOR



Socializer, Entertainer

Great at presenting, persuading,
networking.

Best at selling things that don't require
lengthy follow up.

Adept at converting features to
benefits.

Interested in personal development &
feedback.

Self-motivated.

Grows bored easily.

Does not like paperwork.

Struggles at selling high-dollar offerings.



Relaters, Feeler, Relationship Builder

Build relationships before sales.

Go through sales process
methodically. Naturally
consultative.

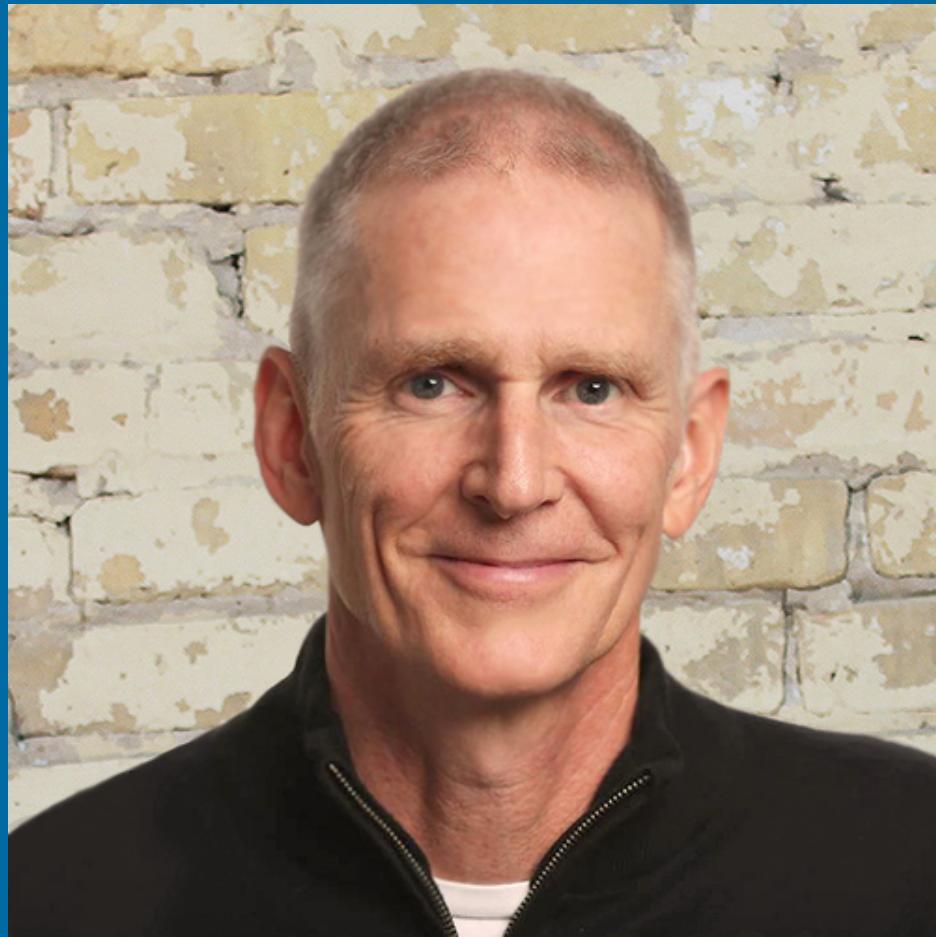
Drill down into needs, outcomes,
problems.

Excels with fewer clients; deep
relationships.

Tends to internalize rejection.

Great as an inside sales person.

Builds internal organization
alliances.



Thinker, Intuitive, Problem Solver, Organizer

Tend to provide data and logical information.

Perform better when solutions provide technical benefits.

Work well with professional buyers.

Do well exploring problems and explaining solutions.

Excel at exploring and collaborating.

Strong when it comes to technical selling.

Reliable.



Directors, Lone Wolf, Commander

Tend to launch right into presentation.

Get right to bottom-line benefits.

Avoid small talk unless require to make the
sale.

Like cold calling more than most people.

Prefer situations where quick decisions can
be made.

Aggressively tackle tangible sales goals.

Follows instincts.





Build Your A-Team



Millennials



The team & culture is important to job satisfaction.

They prefer environments where they feel empowered, supported, and have freedom to do their job, their way.

Let them learn though through trial and error, rather than by rules and guidelines.

Flexibility in work hours, work place are motivating. Give them a deadline or goal, and let them build the path to get there.

They don't jump jobs because they are finicky. They jump because of culture and their manager.



Gen X



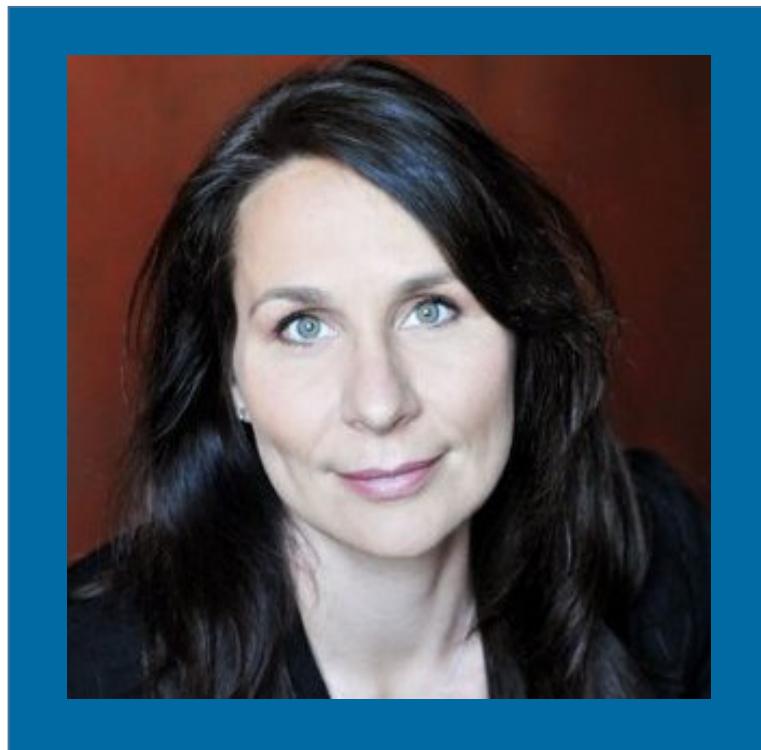
Work hard. Play hard.

Work/Life balance is a motivator.

Options: Options for task selection,
options for challenges, options to
formulate new processes.

Focus on the outcome, and let them
determine the path.

GenX'ers are:
Multi-taskers
Collaborative
Prefer structure



Baby Boomer



- Have paid their dues.
- Prefer static, linear methods when learning new things.
- Publicly recognize their efforts and contributions.
- View meetings are a structured, important way for management to communicate expectations, goals, and information to the team.
- Feedback should be specific and direct when bad, and best accompanied by monetary or public recognition when positive.
- Want to know they are valued.





How to Build Your A-Team





Hard Skills





Assessing Your Sales Team

Sales Acumen

How do current and prospective sales professionals stack up against your company's expected sales competencies?

- **Preparing:** How a salesperson prepares for the sale and prepare yourself.
- **Targeting:** Markets or groups they tend to target as prospects. Assesses what sales strategies and tactics the sales professional has developed.
- **Connecting:** The initial contact step in selling where you must appeal to people intellectually so that they see you as a credible resource and emotionally so that they trust you as a person.





Assessment

Sales Acumen cont.

- **Solving:** Assesses how a sales professional addresses the buyer's problem. How this person presents solutions, tell their stories, recommend services or describe the outcomes that buying will produce.
- **Confirming:** Once you have shown that you can solve their problem, it is time to gain their commitment to buy. Assess how well a sales professional will confirm the commitment to purchase.
- **Assuring:** A confirmed sale needs assuring that the value promised will be received. This is where relationships are built and customer loyalty is to be gained.
- **Managing:** Because sales is not one and done, the final phase of the sales cycle assesses how a potential candidate will manage sales and accounts and manage themselves. Ultimately, we are all our own 'sales manager'.





Soft Skills



They Are Thoughtful

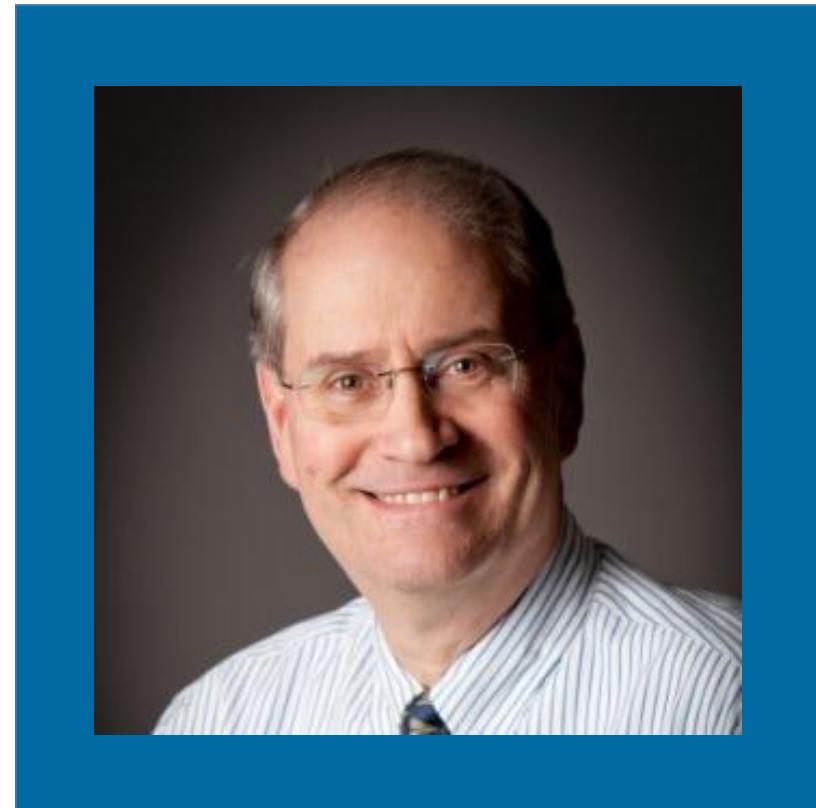
This trait is found in people who take great pride in their work, are organized and efficient.

Top sales reps respect their clients...and their time

Higher-performing sales professionals ask more questions--often more than twice as many as the less performing peers
Sales consultants don't ask questions that focus solely on data.

They want to know the implications to the answer.

Always prepared.





They Are Initiative

Sales reps don't wait for direction, they are self-motivated.

They're go-getters and take matters into their own hands.

You have to have thick-skin.

Confident and persistent.

The true sales professional is able to shift gears if a call isn't going the way that they envisioned.

Instead of just taking "no" as an answer, they will attempt a different approach.

They enjoy meeting new people and realize the power of networking.



They Are Coachable

Experience isn't nearly as important as coachability for predicting successful reps.

Being energetic, willing to learn and having the ability to adapt are all a part of being "coachable."

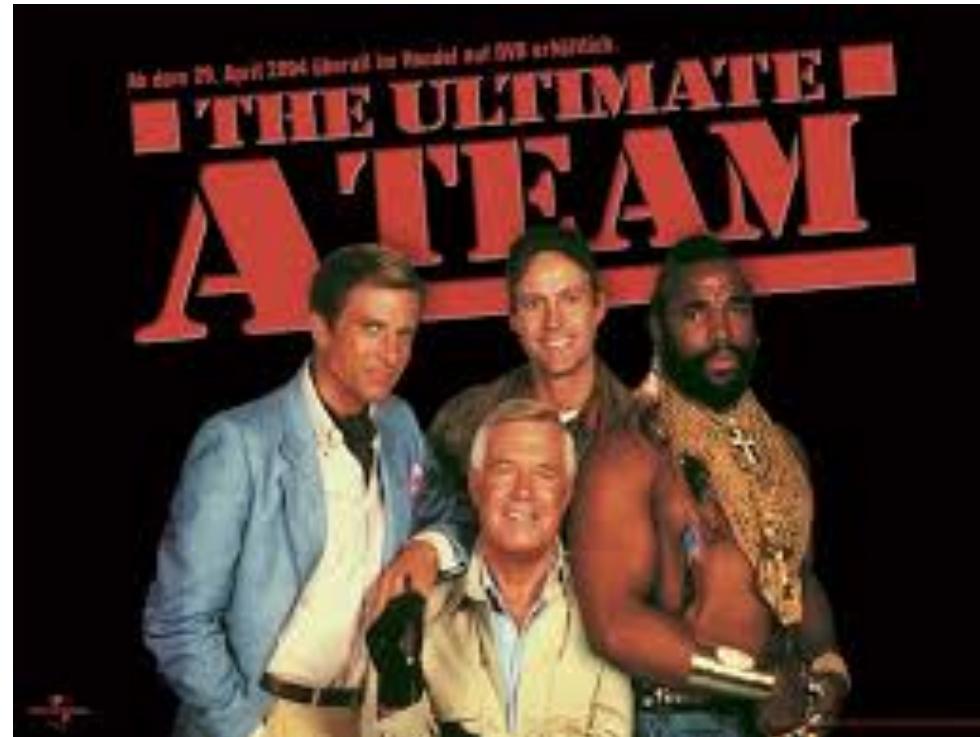
Coachable means an early adopter of the suggestion.

A top-notch salesperson actually enjoys their job.





How Do You Find A-Players?





Good Ole Fashioned Marketing





Sales Candidates Journey

Attract:

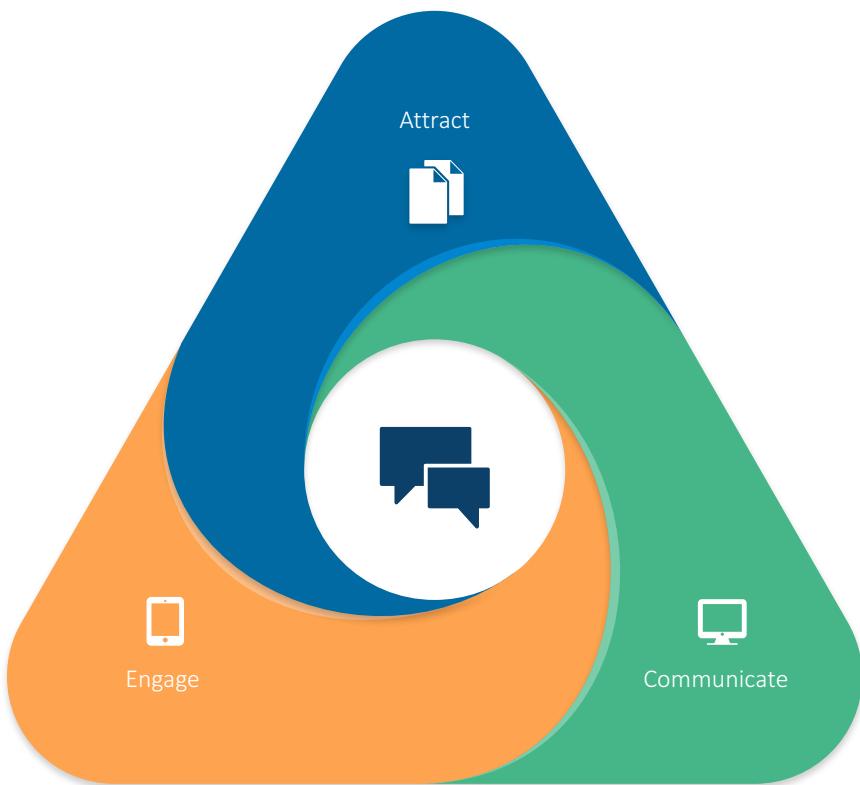
- Top of your funnel consists of all the candidates that you've attracted to your jobs.
- Use more than one tactic to reach them: website, referral, networking, etc.
- The job description is an advertisement, treat it as such.

Engage:

- Every touch point with a potential hire should reflect the brand, mission, and promise of your organization
- Your organization shouldn't be a black hole
- 70% of people now look to employer reviews before they make career decisions

Communicate:

- Your hiring process, timeline and expectations should be 100% transparent





Starts with the Recruitment Site

The screenshot shows the Verizon careers website. At the top, there's a navigation bar with links for "Our Company", "Responsibility", "News", "Investors", and "Careers". To the right of the "Careers" link is a search bar with the placeholder "I am looking for." and a magnifying glass icon. Below the navigation, there's a secondary navigation bar with links for "Career Areas", "Working Here", "College Students", "Military", "Locations", "Events", and "FAQs". To the right of this bar is a red button labeled "Search Jobs". The main content area features a large, blurred photograph of a person sitting on a rooftop overlooking a city skyline, working on a laptop. On the left side of the photo, the word "Careers" is printed vertically. Overlaid on the photo are two lines of text in bold black font: "Be the face of the digital world." and "It's better here."





This is Not a Recruitment Site

Multimedia Salesperson

ALL ADDRESSES REQ NUM
NMR-5194 VIRTUAL/REMOTE

Job Title
Multimedia Salesperson

Full-Time/Part Time
Full-time

Location

Job Description

Generate revenue for the newspaper by selling both print and online advertising to new and existing customers. Develop marketing plans for various types of businesses and provide excellent customer service.

Essential Functions:

- * Sell print and online advertising to customers
- * Meet with customers to determine business objectives, develop sales proposals to help them meet objectives
- * Present creative options to meet customer needs and up-sell

* Present creative options to meet customer needs and up-sell



This is a Recruitment Site

Make a difference at McClatchy

As a member of the McClatchy family, you are part of a flexible, empowering, and exciting culture dedicated to creating a work/life balance and consistent opportunities for growth—a place where you have a voice and the ability to impact our future.





Share Your Mission, Your Promise, Your Culture

Careers at Boone Newspapers

Who we are:

- Boone Newspapers is a family-owned print and digital media company that publishes community newspapers, magazines and websites in Alabama, Georgia, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, North Carolina, Ohio, Tennessee, Texas and Virginia.
- We focus on development of our people, our products and our communities and aim to produce excellent publications and websites to serve our readers and advertising customers.
- We are journalists, marketing professionals and publishers by background and practice, not financial investors.
- Our publications and websites are consistently recognized as among the best by and among their peers. While awards are not our primary objective, we appreciate the positive self-gratification awards bring our people and we know the recognition affirms and supports our efforts to work with excellent people and produce excellent products for our readers.

What we do:

- Our core mission is to gather and report the news for the communities we serve. We put our every effort and available resource to fulfilling our responsibilities as journalists and producing local opinion devoted to the improvement of the community and region served.

Job Opportunities

Editor

Andalusia, Alabama ▶
Andalusia Star-News ▶ Full Time

General Reporter

Vicksburg, Mississippi ▶ The Vicksburg Post ▶ Full Time

[See all jobs](#)

Job description

If you are passionate about sales, generating solutions towards client growth goals, looking for a company where you can build a successful career, then ThomasNet might be a destination for you.

We are looking for a tech-savvy, confident, enthusiastic, and team oriented individual who wants to work in an environment where their efforts will make a difference for US manufacturers.

The role of the Outside Sales Representative is to maintain and grow the existing ThomasNet relationships with industrial clients located within the Chicagoland area. The individual will be responsible for establishing positive, ongoing relationships with new and existing clients, primarily selling advertising on Thomasnet.com. The candidate will possess in excess of 5 years sales excellence with a verifiable record of top 5% performance within their peer group.

KEY RESPONSIBILITIES:

- Maintain consistent communication with new and existing customer base
- New business prospecting/hunter mentality
- Meet with each client for monthly to quarterly face-to-face meetings
- Strategic planning
- E-mail campaigns
- Routine follow-up
- Client ROI Tracking through our client center
- Customer Service
- Contract management
- Proficiency with Salesforce.com
 - Enhance ThomasNet programs for existing clients by selling additional products including:
 - Advanced Content solution
 - Website design and development
 - SEO
 - Social Media
 - Brand Development and reinforcement



- Attend all training, team and corporate meetings as scheduled
- Maintain and continuously develop knowledge and proficiency of all ThomasNet offerings.
- Possess a high level computer literacy with Microsoft Office
- High level of familiarity and proficiency with CRM systems.
(Salesforce.com Preferred)

We OFFER:

- Base salary, 401k, health and dental benefits, uncapped commissions, uncapped bonus opportunity, mileage and cell phone reimbursement
- An established book of business that enjoys historically high renewal rates
- Ongoing training and development
- Opportunity to sell an effective suite of digital products, including: advertising on Thomasnet.com, Web-sites, Social Media, SEO, SEM, e-mail marketing etc..
- Little or no travel outside of the Chicagoland area
- Lead generation from our telesales division

Job Descriptions & Job Postings are Advertisements



Job description

Our team is growing and we are looking for experienced, energetic Outside Sales Representatives. You will be a key member of a growing team focused on the execution of innovative digital advertising campaigns that drive revenue.

As an Outside Sales Rep, you will be responsible for selling advertising and digital marketing solutions to SMB's across the country.

This is a great full-time opportunity for someone interested in a fun, fast-paced and challenging Sales environment. We will provide you the opportunity to make contributions immediately while developing the skills and knowledge to be successful.

Essential Duties & Responsibilities:

- Aggressively prospect, develop, and close leads using a variety of sources.
- Work directly with businesses to discuss and understand their needs and then develop customized solutions to drive leads to their business.
- Own entire sales process from prospecting to completion of the sale
- Ability to utilize technology to engage clients.
- Meet and exceed individual daily, weekly and monthly sales goals.

Do you have what it takes to be successful at Vivial?

- Strong business development focus, willing to prospect and uncover new potential digital advertisers and drive to develop opportunities from prospect level through to deal close.
- An understanding and passion for the digital world we live in including social media and digital advertising.
- Individually driven to work in a highly competitive environment where success is the only option.
- Demonstrated ability to thrive in a very structured environment.
- Relentless persistence in a competitive marketplace.
- Bachelor's Degree or equivalent work experience.

A few points about why it's great to work at Vivial:

- Best in class compensation program (unmatched commission plan with No CAP)
- Outstanding benefits – including major medical, dental, matching 401k with immediate vesting and an excellent PTO program
- Paid training and bonus programs
- Open territories
- Top 10 SEO provider
- Google Premier Partner, Google Certified Training

Job Descriptions & Job Postings are Advertisements

Create a Job Seekers Blog



One to two blog posts per month on topics related to your culture, commitment to the community, role of journalism in a democracy, personal & professional development

Distribute the blog posts on your corporate site, LinkedIn, Facebook, Twitter, and via email from your recruiting managers to potential candidates



Blog Post Checklist

A checklist to optimise a blog post for readers, search engines and shareability

Headline Draw the reader in and get them to click on the blog post	<input type="checkbox"/> The headline includes at least 2 of these elements: <input type="checkbox"/> Surprise Element <input type="checkbox"/> How to <input type="checkbox"/> Question <input type="checkbox"/> Number or list <input type="checkbox"/> Curiosity <input type="checkbox"/> Personal reference <input type="checkbox"/> Negative/Positive <input type="checkbox"/> Concrete fact <input type="checkbox"/> The headline is optimised for an SEO keyword or phrase <input type="checkbox"/> The headline is not misleading
Image Get the reader to start reading the blog post once they have clicked on it	<input type="checkbox"/> The main image is eye-catching and unique <input type="checkbox"/> Credit is given to the creator of the image <input type="checkbox"/> The chosen keyword or phrase is used in the alt tag of the main image
Connection/Hook Give the reader the feeling that if they keep reading they will overcome a challenge OR be able to add value to someone else by sharing	<input type="checkbox"/> The connection/hook connects with the reader personally <input type="checkbox"/> The connection/hook highlights a pain point of the reader. The challenge they will overcome by reading further <input type="checkbox"/> The 'Ace' is introduced. The topic or statement the rest of the blog will be anchored to
Body Make sure the reader has no choice but to share your content	<input type="checkbox"/> Content anchors back to the 'Ace', the overarching point of the blog <input type="checkbox"/> Content is optimised for the SEO keyword or phrase, without over-doing it <input type="checkbox"/> Sentences are short and easy for the reader to digest. Every word matters and it is free of jargon <input type="checkbox"/> Sub-headings and dot points are used and the chosen keyword or phrase is included in them where possible <input type="checkbox"/> Content informs the reader, before promoting the author <input type="checkbox"/> Content is written to one person. The reader feels as if the blog was written just for them <input type="checkbox"/> Topics are not over-explained, the reader only gets the information they need <input type="checkbox"/> Helpful links are included where necessary to further inform the reader <input type="checkbox"/> Relevant images, informative screenshots and graphics are included throughout the body
Conclusion End with a bang! Ensure the reader wants to come back for more. And ask for a little something in return.	<input type="checkbox"/> The conclusion offers something clear the reader can put into action immediately <input type="checkbox"/> The power of the 'Ace' is re-emphasized <input type="checkbox"/> A call-to-action is created. Share, comment, download or something else <input type="checkbox"/> The length of the post is appropriate to the audience <input type="checkbox"/> Social media sharing buttons are included



Video Content Performs Just as Well for Job Seekers as it Does Your Advertisers

CAREERS

We're looking for talent



Thanks for visiting GateHouse Media's Careers page. This is where you can find what you're looking for (open positions in our newsrooms, design, sales and marketing, finance and operations across the country) and what we're looking for (the best of the best).

Watch this message from our CEO, Kirk Davis, to learn more.

And, click on the link below to search open positions.

[SEARCH FOR JOBS](#)

797 people clipped this slide

Netflix Culture: Freedom & Responsibility



NETFLIX

2



Use a variety of ways to reach passive
Job seekers – Netflix is famous
For its “Freedom & Responsibility”
Culture presentation



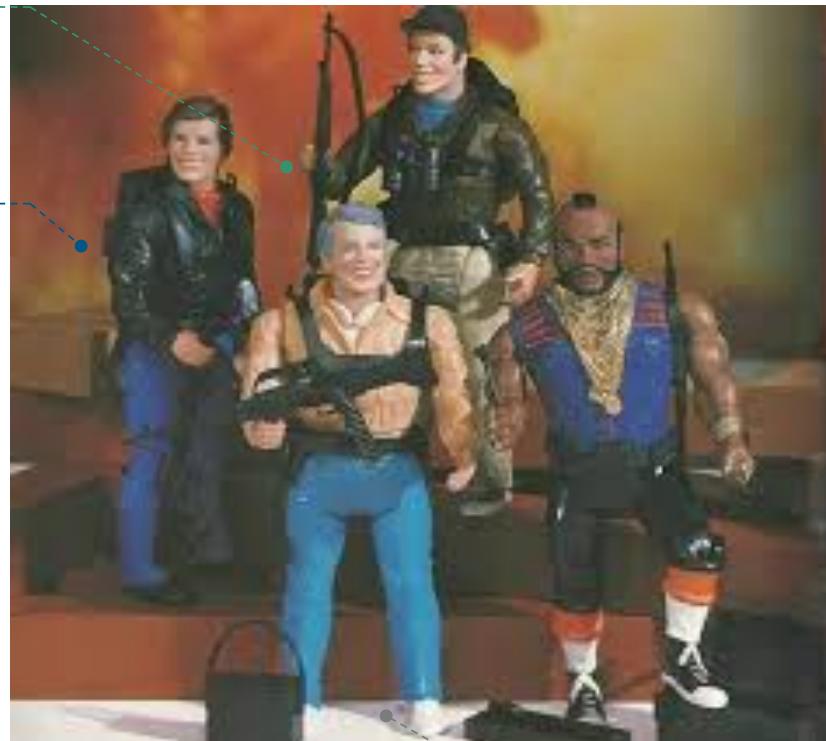
Seek Out & Contribute & Engage with
Community Influencers



Now, Give Your A Team the Tools to Do Their Job

- CRM

- IN BOUND
MARKETING
SUPPORT



- RESEARCH TOOLS

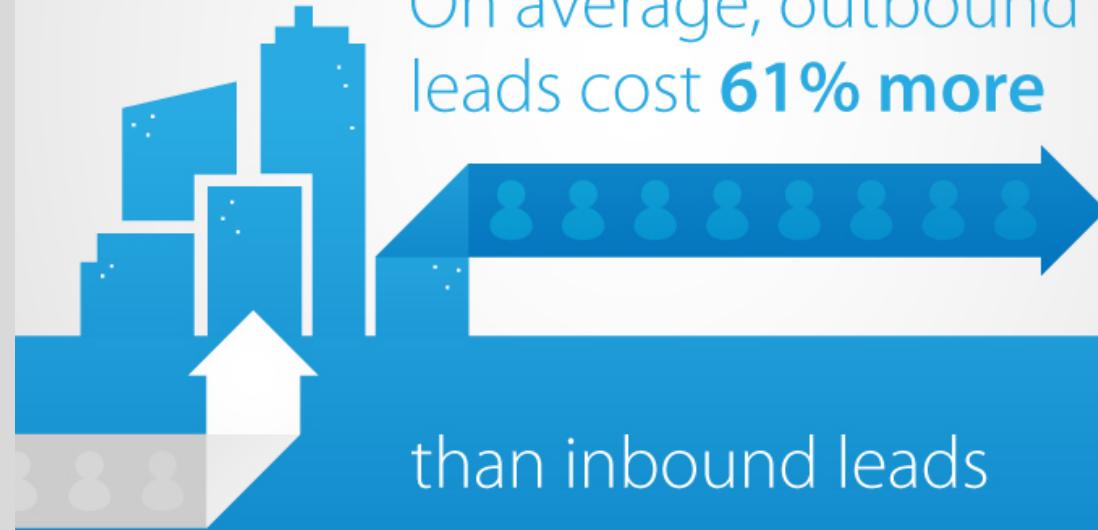
- COACHING &
MENTORING

Customer Relationship Management





On average, outbound
leads cost **61% more**





Zero Moment of Truth Occurs for Advertising Clients Too





MENU 

WHAT WE DO

We are a full-service marketing & advertising agency.

TARGETED DISPLAY | SOCIAL MEDIA | WEB DESIGN & DEVELOPMENT | SEARCH MARKETING | EMAIL MARKETING

WHAT MAKES US DIFFERENT

We start by assessing what you need and what your digital marketing is missing. With our combination of national



Pick One Or Two Keywords...
And Optimize The Heck Out Of Them

[Google Keyword Planning Tool](#)

[Google Trends](#)

Featured insights

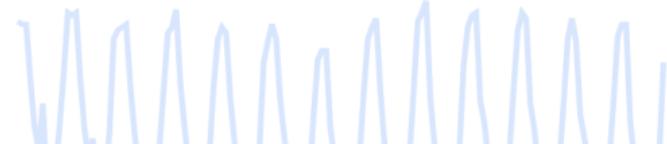
March Madness 2017



- North Caroli...
- Gonzaga

[Spyfu](#)

Major League Baseball: Opening Day

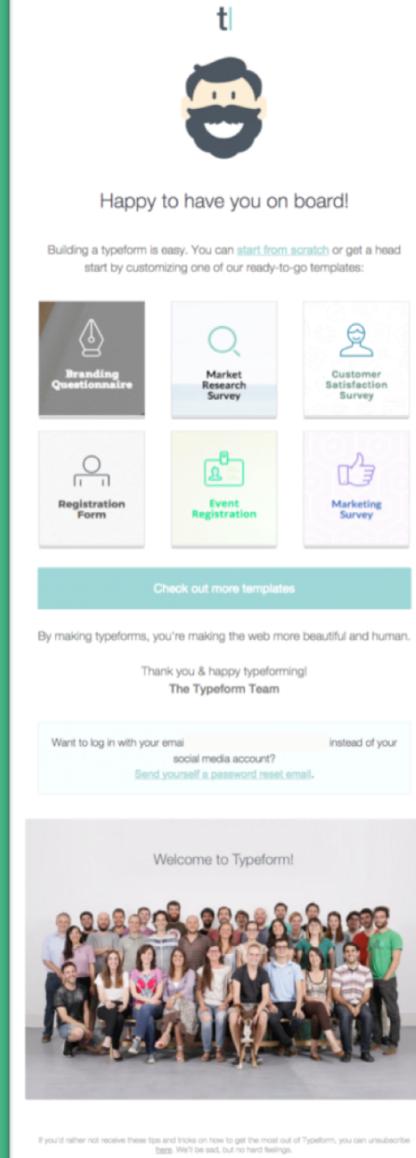


April Fools' Day





Promote Your
Marketing &
Advertising Services
with Links Back to
Your Media Kit or
Website



The image shows a screenshot of a Typeform landing page. At the top right is a cartoon character with a beard and the letter 't'. Below it is the text "Happy to have you on board!". A paragraph of text follows, followed by a grid of six template icons:

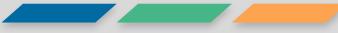
Branding Questionnaire	Market Research Survey	Customer Satisfaction Survey
Registration Form	Event Registration	Marketing Survey

A teal button labeled "Check out more templates" is at the bottom of the grid. Below the grid is a section with the text "By making typeforms, you're making the web more beautiful and human." and "Thank you & happy typeforming!
The Typeform Team". A login box asks if the user wants to log in with their email or social media account, with a link to send a password reset email.

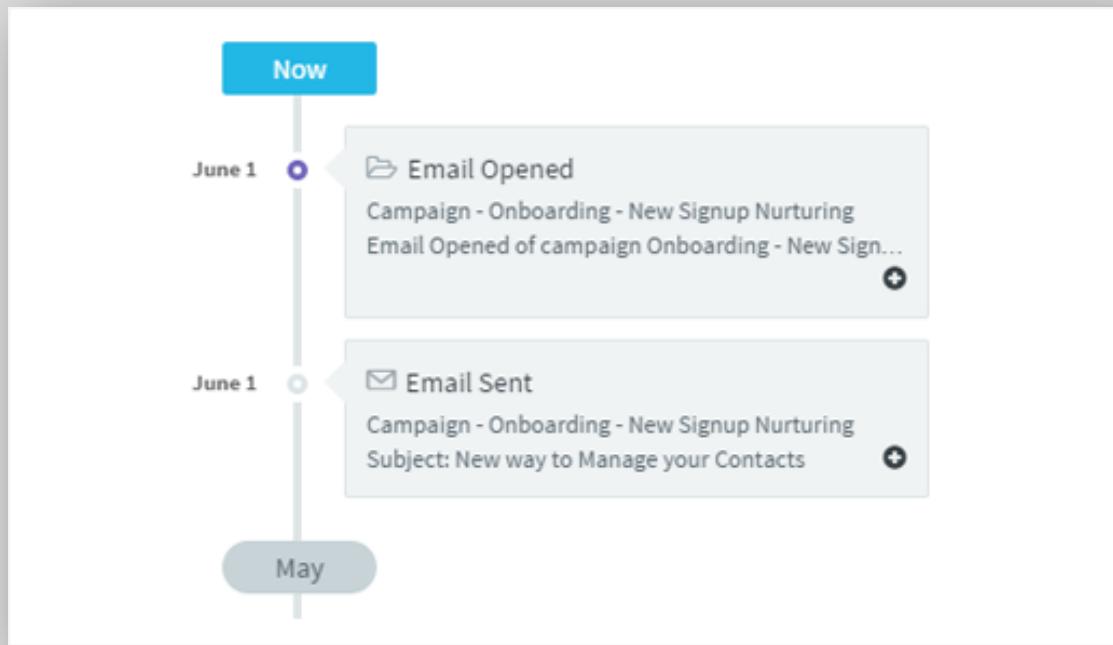
Welcome to Typeform!



If you'd rather not receive these tips and tricks on how to get the most out of Typeform, you can unsubscribe [here](#). We'll be sad, but no hard feelings.



Follow the “Rule of Seven” with your Marketing



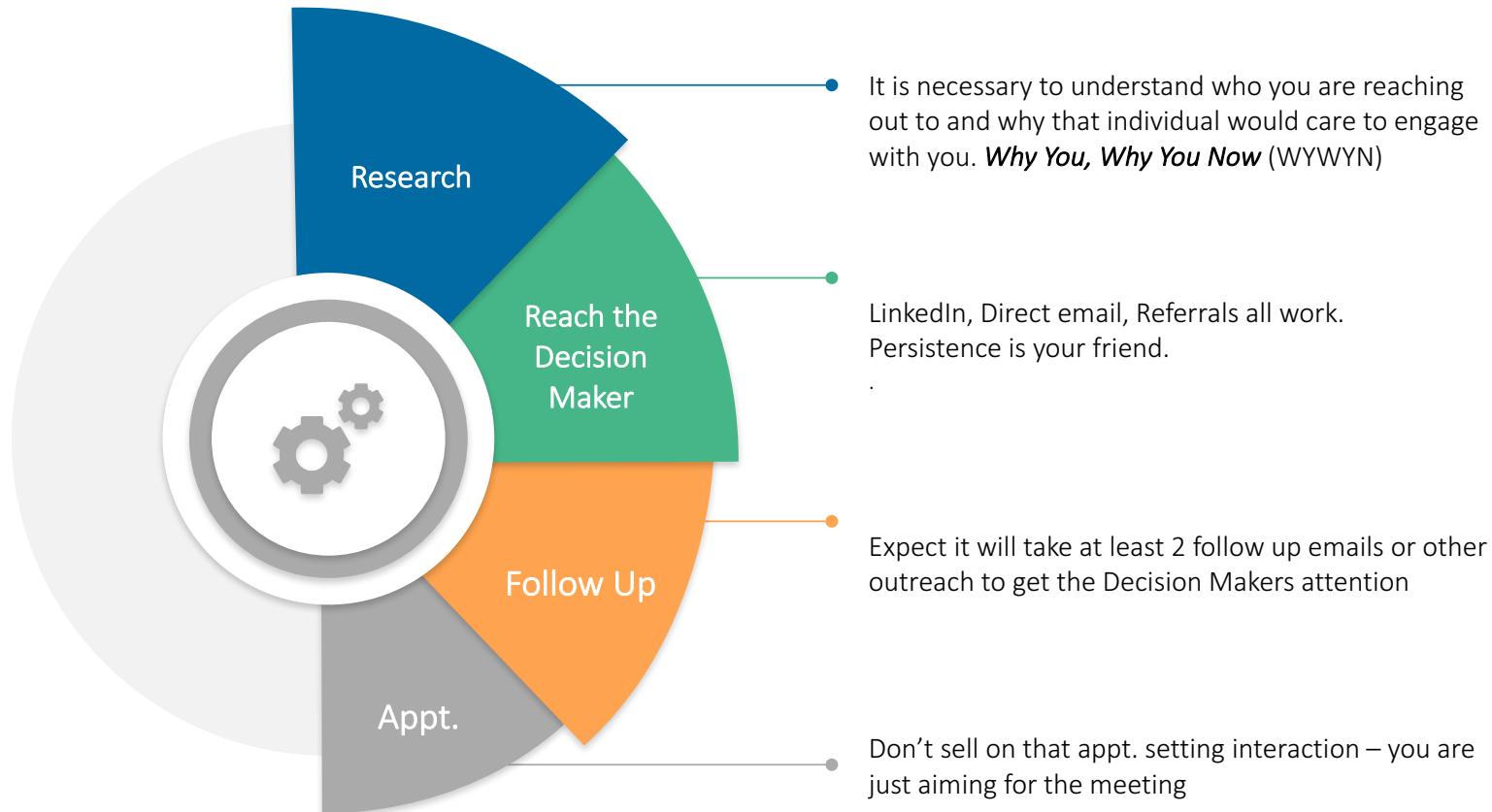
Traditional marketing rules hold true online.
You need **seven** interactions with a lead before they are primed
to be “pitched”



Research Tools



Outbound does not = Cold Calling





Outbound Prospecting





Research Sources

1
OWNED MARKETING PROPERTIES
Company website
LinkedIn Page
Facebook Page
Twitter Profile

2
THIRD PARTY TOOLS
Spyfu
Vendasta Snapshot Report
BuzzBoard BuzzScore
AdMall
Think by Google

Goal is an personalized, researched introduction email that establish your reps as authorities in Media, Marketing & Advertising

3
GOOGLE 'EM
Look for their Search Engine Marketing, Search Engine Optimization and their Listing Management strategies.

4
COMPETITORS
Look at how their top 3 competitors portray themselves online. Compare that to what you find for your target.

Research Tools

218,701 Total prospects available based on the filters applied

Reset All Save Submit

Location	1,519,564
New York, NY, United States, 50 miles	

Business Name

Categories

Search Categories

[Show All](#)

- AIDS Resources (6) ▾
- Accounting & Bookkeeping Services (48) ▾
- Adoption Services (3) ▾
- Adult Entertainment (7) ▾
- Advertising (176) ▾
- Agricultural Equipment & Supplies (117) ▾
- Agricultural Production (79) ▾

[Done](#) [Reset](#)



The Buzz Board logo features the word "BUZZ" in a large, bold, black sans-serif font. The letter "B" has a green speech bubble icon integrated into its top curve. Below "BUZZ", the word "BOARD" is written in a smaller, green, all-caps sans-serif font.

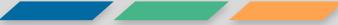
Research Tools

The Vendasta dashboard features a blue header with the text "Dominate Your Local Market" and a graphic of a computer monitor displaying three checkmarks. Below the header, there's a summary of business details:

Name	Sky Ridge Medical Center
Address	10101 RidgeGate Parkway
City, State, Zip	Lone Tree, CO 80124
Phone Number	(720) 225-1000
Website	http://skyridgemedcenter.com/
Business Category	Health & Medical > Hospitals

Below the details, there's a section titled "Overall Score" with a donut chart showing 63%. To the right are five performance categories: Listings (B), Reviews (C), Social (B), and Website (C). A blue bar at the bottom left says "B Listings". The Vendasta logo is in the top right corner.

Use this for your in-bound marketing too



Don't Send Your
Reps to see a Client
without Prep



*Invest in Your Front-line Sales Managers –
So they don't use these*

“The reality is ... ”

“Who's the decision maker?”

“I'll be candid with you”

“I promise ... ”

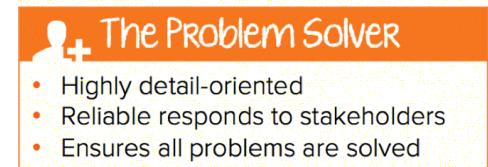
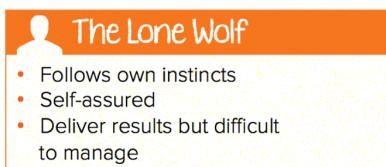
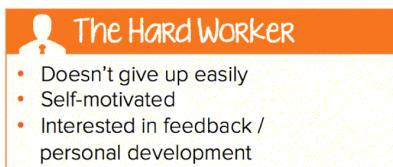
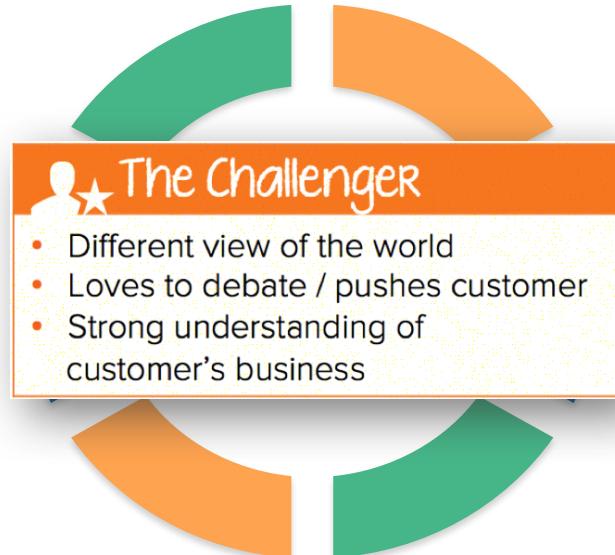
“Why did you decide to take this meeting?”

“Can you tell me a little bit about your business



Coaching in the Challenger Method

Teach, Tailor & Take Control





Deeper Questions to Uncover

What are your top business priorities?

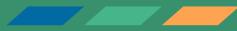
Where are you doing well, where do you need to grow?

Why would a potential customer chose you over a competitor?

What is your unique selling proposition?

Why is that of value to your potential customers?

Why do your current customers keep doing business with you?



And the toughest Question of All to Ask:

Annual Sales:

Annual advertising budget: _____ % of
market share _____

Current advertising spending:

_____ % of advertising of total
sales: _____



Get the Most Out of The Team





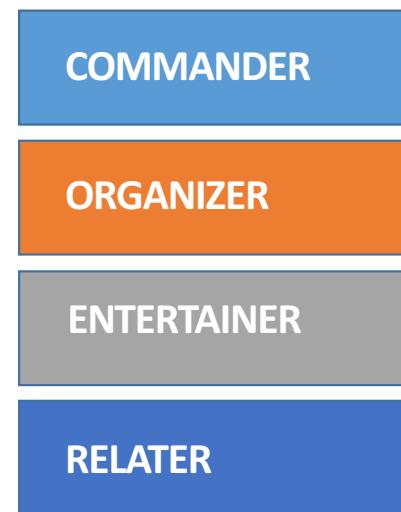
How to Motivate Your Sales Teams

**"Treat others the way
THEY want to be treated"**



DiSC

**"Know who you are at
your CORE"**



CORE



Influencers, Entertainer

HOW TO MOTIVATE:

Show them that you admire & like them.

Create an fast, optimistic, up-beat environment.

Support their feelings when possible.

Avoid involved details, focus on the “big picture”.

Vary the routine; avoid requiring long-term repetition.

Compliment them personally and often.

Do it together.

Support their ideas and don't poke.

Mention their accomplishments, progress and your other genuine appreciation.





Conscientious, Organizer

HOW TO MOTIVATE

Approach them in an indirect, nonthreatening way.

Show your reasoning. Tell them “why” and “how .

Give data to them in writing.

Allow them to think, inquire and check before they make decisions.

When delegating, let them check procedures, and other progress and performance before they make decisions.

Compliment them on their thoroughness and correctness.

Let them assess and be involved in the process when possible.

Allow them time to find the best or “correct” answer.





Steady, Relater

HOW TO MOTIVATE

Create a steady, consistent environment.

Show reasoning.

Provide data and proof.

Demonstrate your interest in them.

Personally “walk them through” instructions.

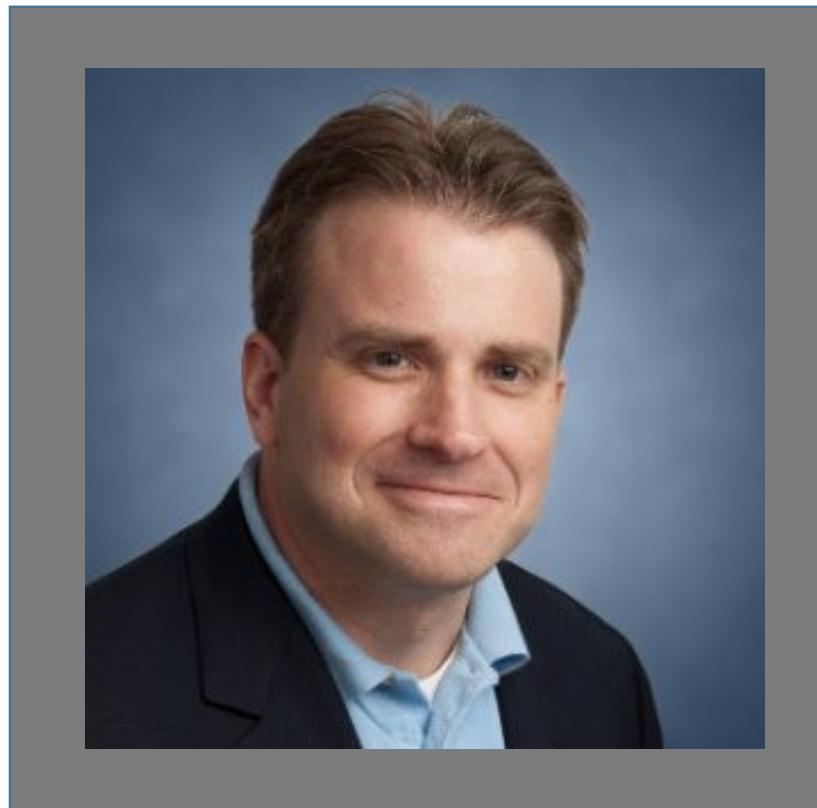
Compliment them for their steady follow-through.

Act non-aggressively, focus on common interest or needed support.

Allow them to provide service or support for others.

Provide a relaxing, friendly atmosphere.

Acknowledge their easygoing manner and helpful efforts, when appropriate.





Director, Commander

HOW TO MOTIVATE

Show them how to win.

Give them new opportunities.

Display reasoning.

Provide concise data.

Agree on goal and boundaries, then support or get out of their way.

Allow them to “do their thing,” within limits.

Vary routine.

Compliment them on what they’ve done.

Let them take the lead, when appropriate, but give them parameters.

If necessary, argue with conviction on points of disagreement, backed up with facts; don’t argue on a “personality” basis





And, How To Coach Them





Influencers, Entertainer

HOW TO COACH

Put the details in writing, but don't plan on discussing them too much.

Plan some extra time in your schedule for talking, relating, and socializing.

Be certain to conclude the communication with modes of action and specific instructions for the next step.

Offer input on how to make ideas become reality.

Provide testimonials from people he sees as important and prominent.

Plan to talk about things that support his dreams and goals.





Conscientious, Organizer

HOW TO COACH

Come well prepared to meetings, feedback or coaching sessions because observant, noticing details that others usually miss.

Compliment them for their attention to detail.

They are perceptive, sensitive and alert to subtle changes in environment or mood, so always start coaching sessions with an agenda that clearly defines expected outcome.

These team players don't want the spotlight, but do want to be a recognized contributor to the team – if it is a highly functioning team.

Surprising idealist, set goals that include the "big picture".

As an alliance builder, show them where and how they positively contribute to the organization.





Steady, Relater

HOW TO COACH

Avoid confrontation

Help them weigh options when faced with making decisions.

Give them a private opportunity to share their point of view.

They won't naturally speak up in a group setting.

Tell them the "why" behind your feedback, direction or correction.

Invest in the relationship.

If you trust them, demonstrate that trust through your actions.

Offer them opportunity to mentor another team mate.





Director, Commander

HOW TO COACH

Stay on track. Don't talk about extraneous issues or items.

Do your homework, prepared with goals, objectives, support materials, but don't plan on using all of them.

Be clear in your explanations.

Present your items in a logical way.

Ask "what"-oriented questions that close the issue or topic.

Be specific about what's needed, and who is going to do it.

When you disagree, take issue with the methods or procedures, not with the person.



Sales Fuel “What Salespeople Say”

39%

of respondents left jobs
because they didn't like their
direct managers.

Only **20%**

said their managers have meaningful
discussions about their careers.

21%

are looking for learning
opportunities, training or
education.

49% say their
manager has coached them in
ways that make a difference

43%

of surveyed salespeople only meet
with their managers once a month
or even less

December 29, 2016 to January 3, 2017, SalesFuel surveyed an online panel of 1,194 salespeople.

