



WHO ARE YOU AND WHO ARE YOU SELLING TO?

Charlie Hauck
Growth Dynamics, LLC



What if you could....

- Build a sales team that you **KNEW** would hit the numbers your agency needed?

What would that mean to your agency?



What if you could...

- Determine if your sales team **NOT JUST COULD, BUT ACTUALLY WOULD** perform at that level?

What kind of difference would that make in your life?



What if you could...

- Only hire TOP PERFORMERS and identify them before they were on your payroll?

How many dollars would that save you the next time you have to replace someone?



Here's who you are...

- You are an entrepreneur that believes you have the instinctive ability to hire, direct, manage, coach others to the same level success you have attained, and the way you did it is the way they should be doing it.



and who you are really selling to.

Yourself!!



AGENDA FOR TODAY

1



RIGHT PEOPLE?

2



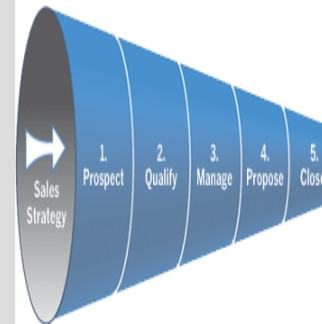
CAN VS. WILL SELL

3



OVER ACHIEVERS

4



PIPELINE

5

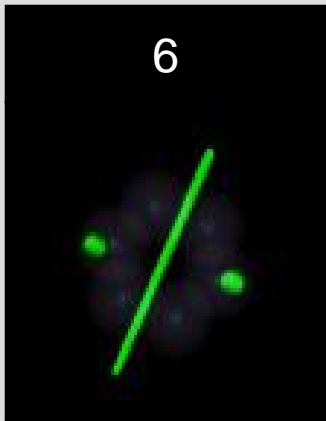


SALES
MANAGEMENT



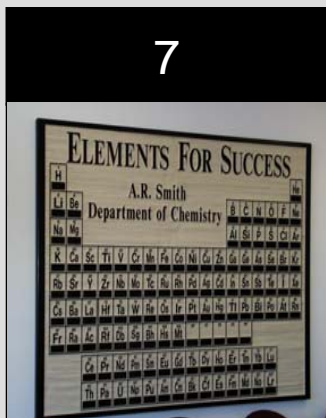
MORE AGENDA TOPICS FOR TODAY

6



CLOSING
PERCENTAGES

7



CRUCIAL ELEMENTS
FOR SUCCESS

8



COMMON HIDDEN
WEAKNESSES

9



MYTH OF
TOP PERFORMERS

10



LONG SELL CYCLE



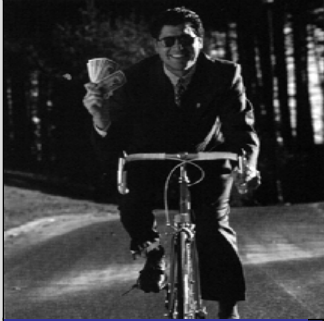
CRUCIAL ELEMENTS FOR SUCCESS





5 MAJOR WEAKNESSES

1



BUY CYCLE

2



APPROVAL

3



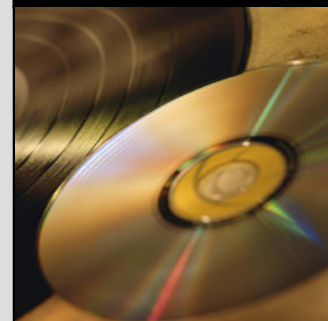
EMOTIONS

4



MONEY

5




RECORD
COLLECTION




HOW TO UPGRADE

1



DECISION
"BE THE BEST"

2



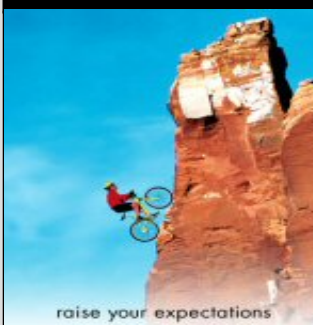
EVALUATE
SALES FORCE

3




RAISE YOUR
EXPECTATIONS

4



RAISE THEIR
EXPECTATIONS

5



HOLD THEM
ACCOUNTABLE



When will you...

- Stop making excuses and start making money?
- Hire only those that have proven ability to produce the results you require?
- Allow yourself to discover a new way to truly establish the health of your sales team.



Charlie Hauck

Growth Dynamics, LLC

Sales Force Development Specialists

Pre-hire Assessments
Sales Force Overviews
On Boarding Programs
Professional Development Training

www.growthdynamicsonline.com