

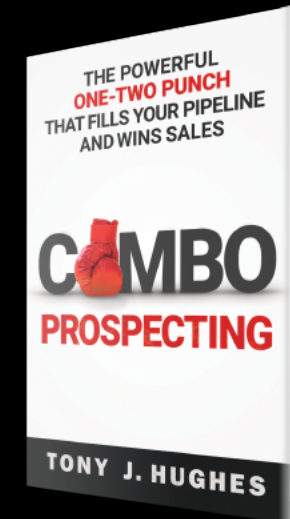
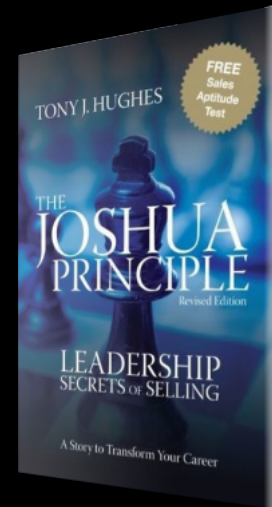
Sales Leader Forums

Building High Performance Sales Teams

Tony J Hughes

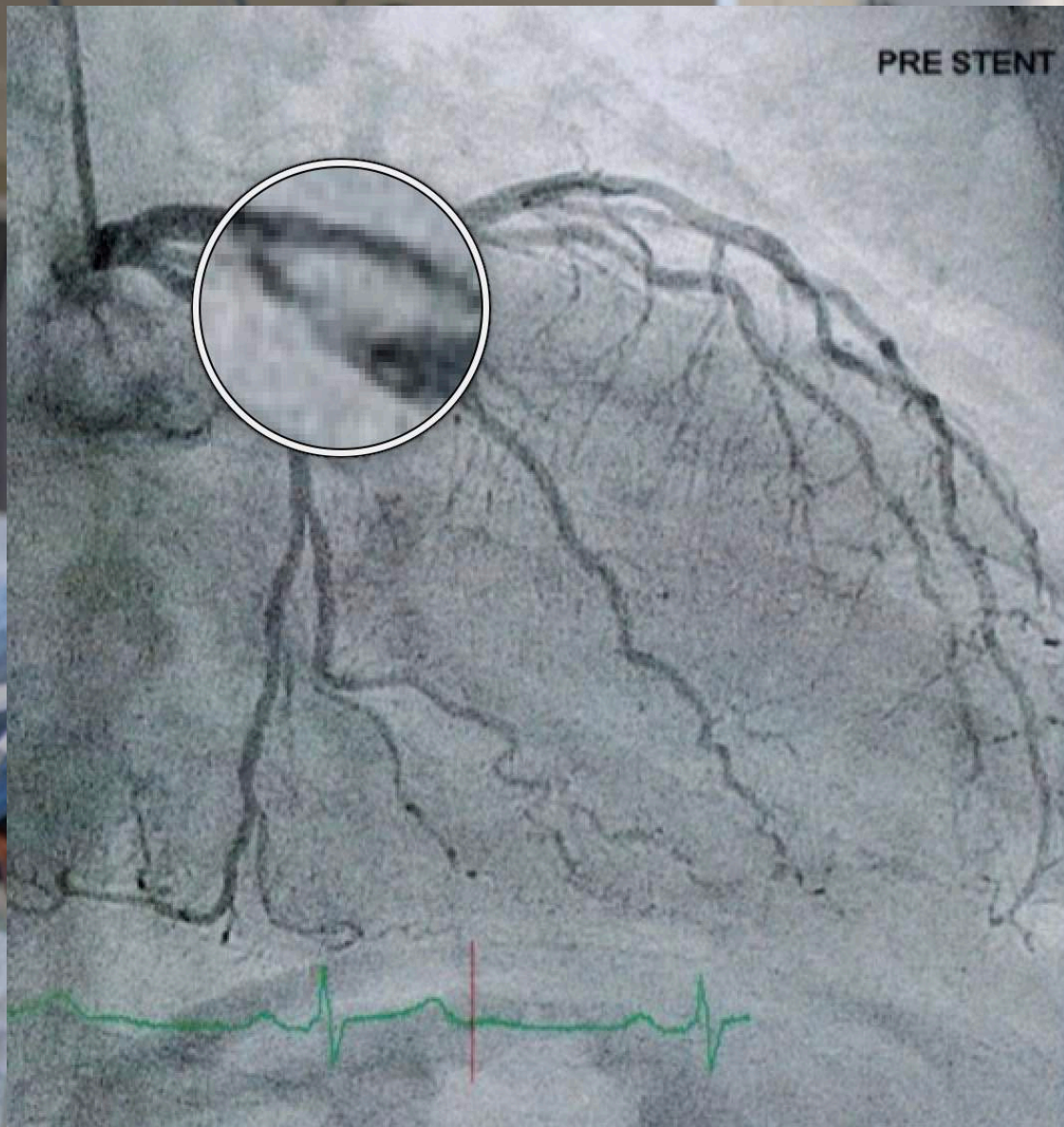
Introducing Tony Hughes

- 35 years of personal and team sales records
- Sales Director public corporations
- Asia-Pacific CEO for multinationals
- Global tier-one clients in USA, Europe & APAC
- #1 influencer for B2B sales in APAC (Top Sales World)
- #1 Blogger B2B sales globally (Sales Blogger Awards & TSW)
- #3 sales expert globally (LinkedIn, January 2018)
- Most read on B2B selling within LinkedIn globally
- Bestselling author and published by American Mgmt. Assoc.



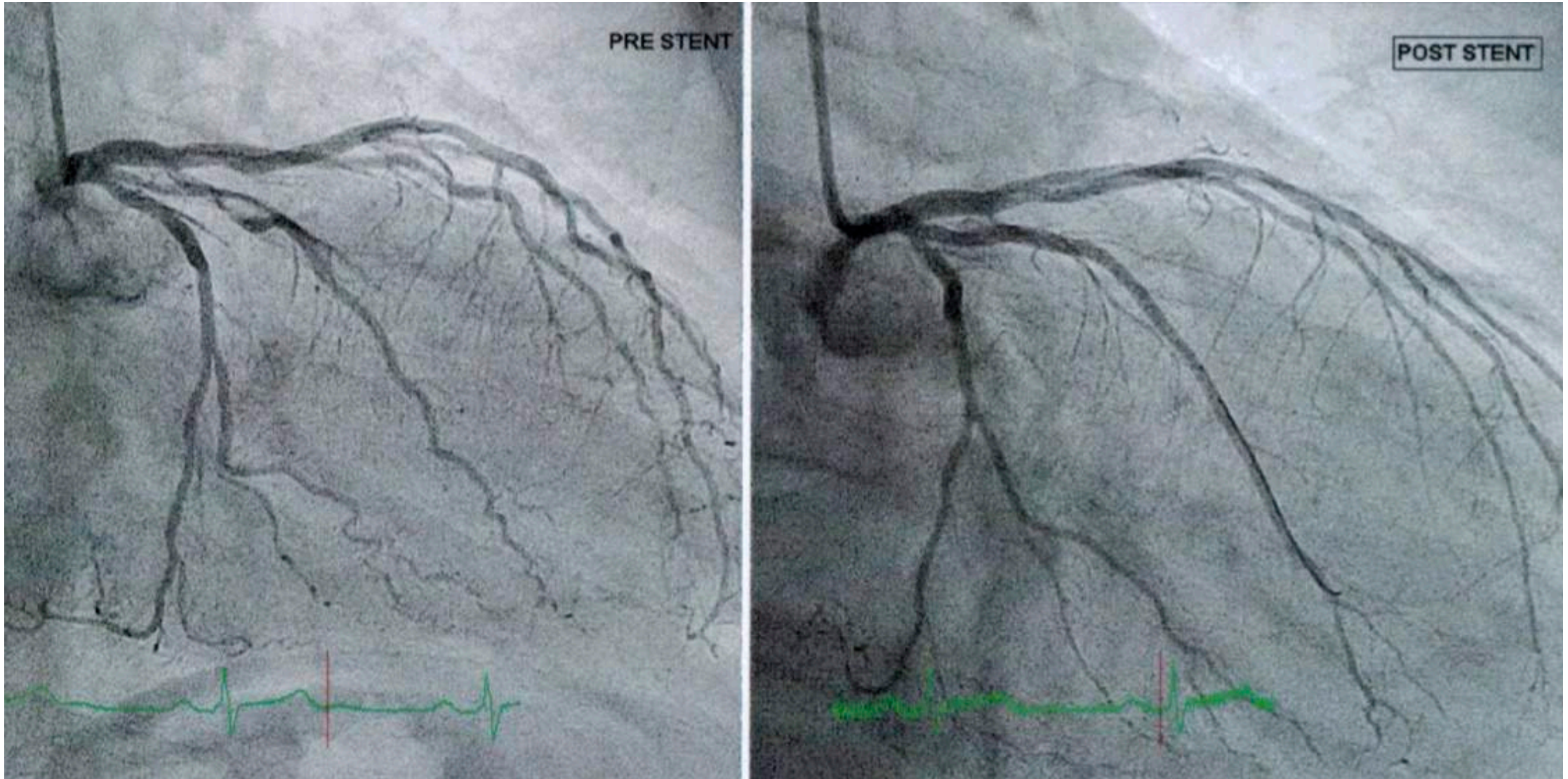



2008



2018

Years of Accumulated Stress and Poor Habits





C-suite executive most likely
next to be managed out?
(or drop dead from stress)

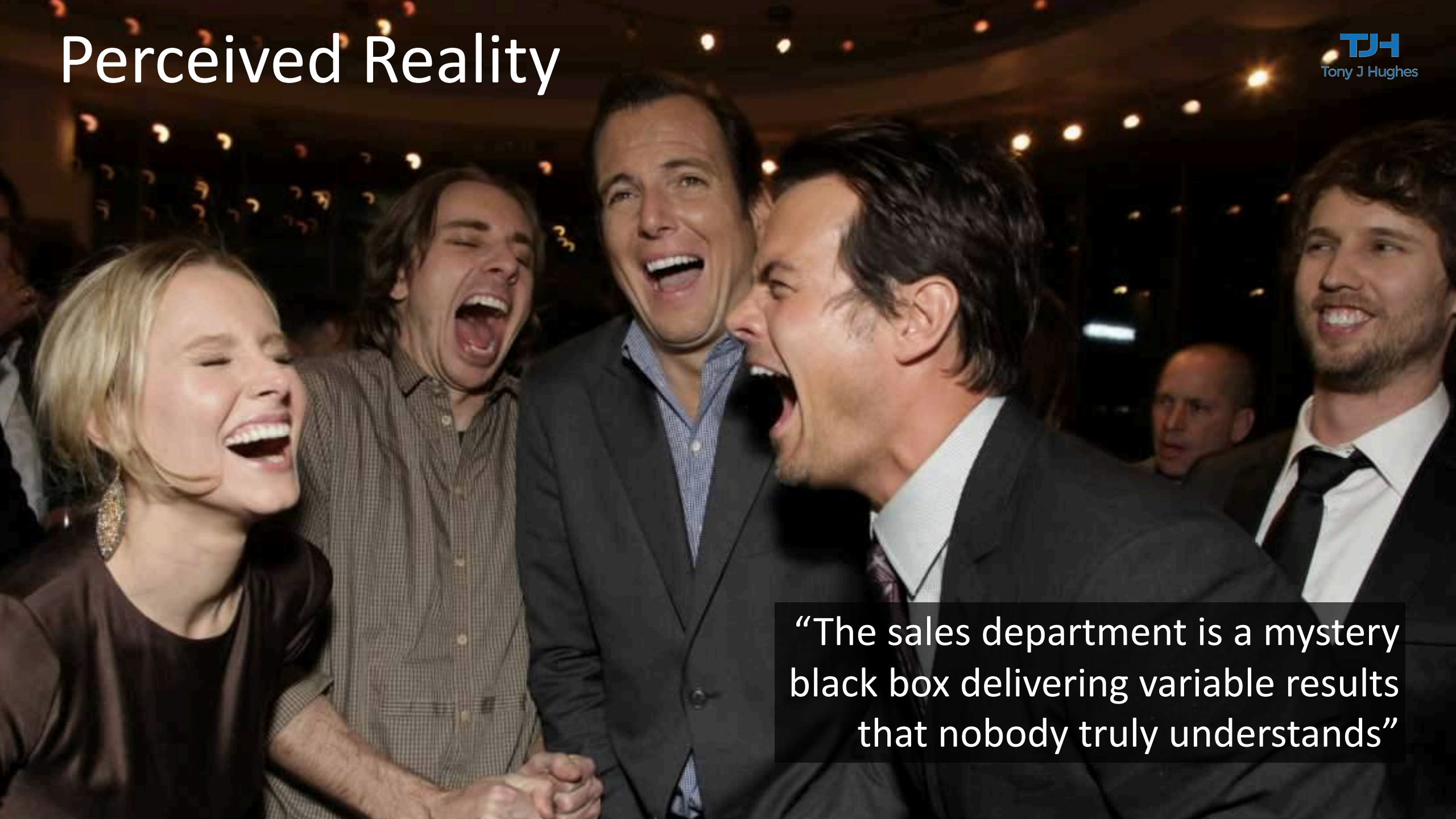
Sales Leader Tenure ~22 months

One-third of reps churn p/a
Average AE tenure 18 months
Average SDR tenure 15 months
85% of selling fails to meet buyer expectations
86% of sales engagement fail to differentiate
40% - 70% of B2B salespeople miss targets

Sales Leader

“I lead a high performance sales team that executes consistent disciplined process, maximizing margins and delivering predictable forecasts exceeding targets.”

Perceived Reality



“The sales department is a mystery black box delivering variable results that nobody truly understands”

What Are Your Top 6 Challenges?



2019 Sales Development Biggest Challenges



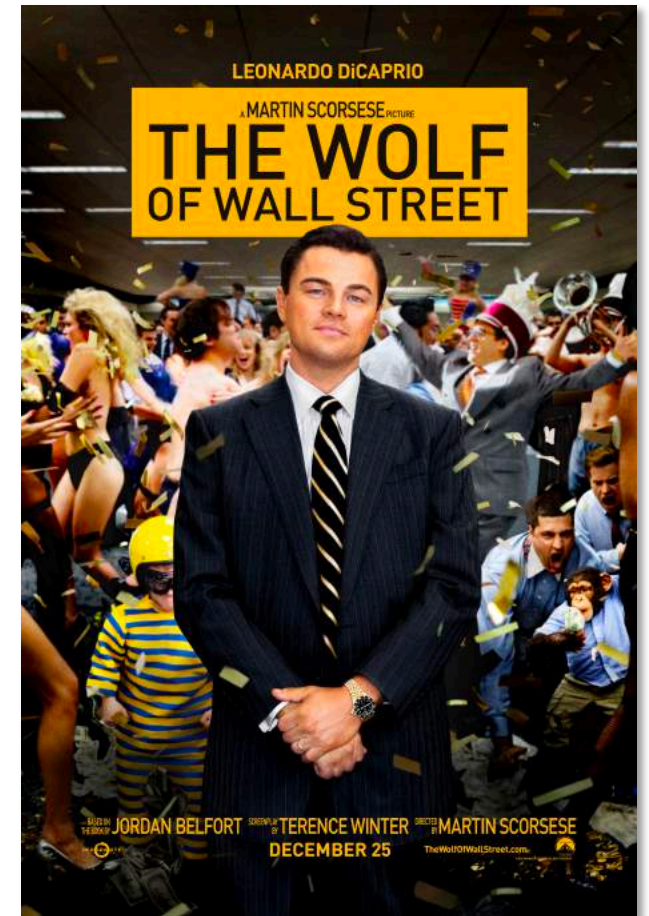
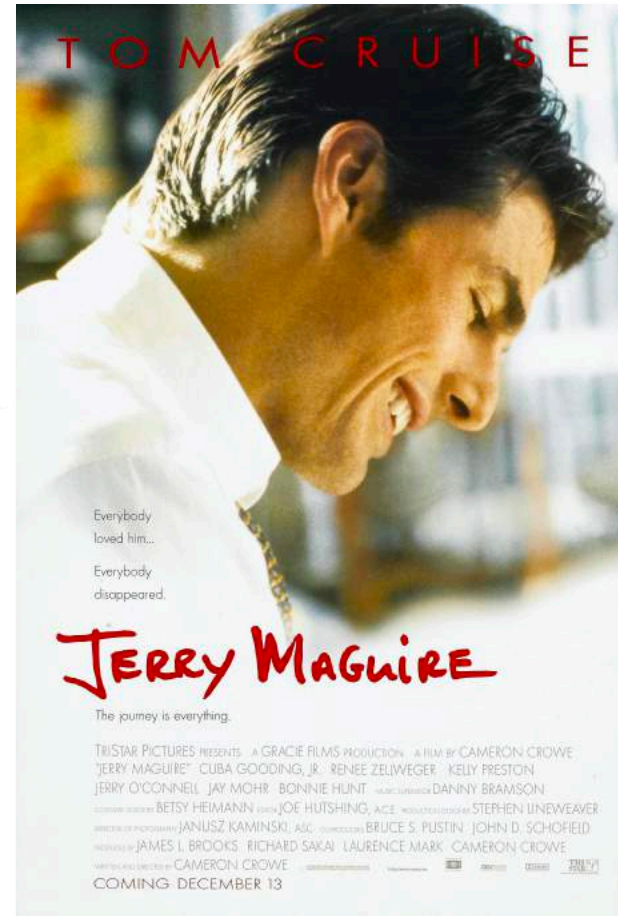
Symptoms Versus Problem / Root Cause

Performance prerequisites:

- Product / market fit
- ICP and buyer personas
- People leadership culture
- Intelligent work-ethic
- Process, methodology
- Technology effectiveness
- Coaching and enablement



What Are Your Leadership Values & Culture?



any. **lead-er-ship** (lē'dər-ship)
lead-er 2. A group of

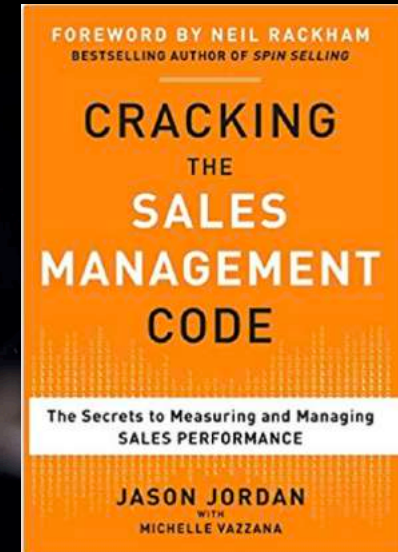
a leader. 2. A group of
ability to lead.

lead glass. **Flint glass**
lead in (lēd'ín') n.
that leads

Measure and Manage The Right Metrics

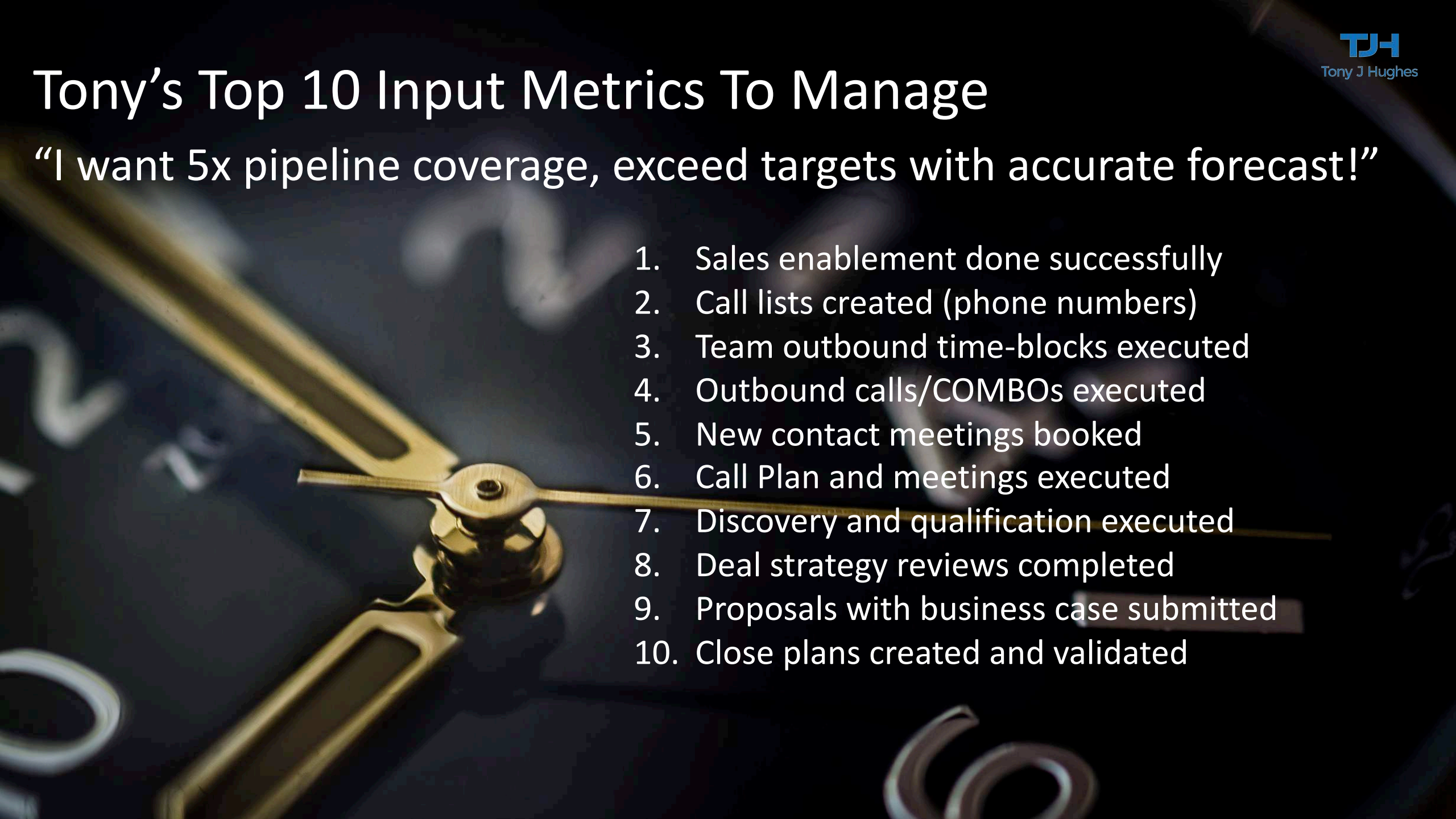
83%

23%



Tony's Top 10 Input Metrics To Manage

"I want 5x pipeline coverage, exceed targets with accurate forecast!"

- 
1. Sales enablement done successfully
 2. Call lists created (phone numbers)
 3. Team outbound time-blocks executed
 4. Outbound calls/COMBOs executed
 5. New contact meetings booked
 6. Call Plan and meetings executed
 7. Discovery and qualification executed
 8. Deal strategy reviews completed
 9. Proposals with business case submitted
 10. Close plans created and validated



Who Belongs?

Rule of 24:

1. Performance?
2. Competence?
3. Commitment?
4. Cultural fit?

Negative answers to any 2 of 4 questions means they must go.

Note: Make IQ, EQ, TQ, cultural fit and ability to write hard-gates for selection process with new hire candidates.

Rainmakers Rather Than a Snoozers

Spinify **Performance Grid**



Snoozer: Find another job

Hacker: Work harder

Caretaker: Work smarter

Rainmaker: Inspire & coach

Table Discussion:

What is the real cost of inaction when you have the wrong salesperson in your team?





Q&A

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