

# Enabling the Effective Sales Force



Presented by:  
Tonya Signa  
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For Ingersoll-Rand

# Sales Exec Top Priorities

Increasing Revenues	63%
Improving Sales Effectiveness	50%
Growing Market	39%
Optimizing Lead Gen	31%
Reducing Sales Cycles	18%

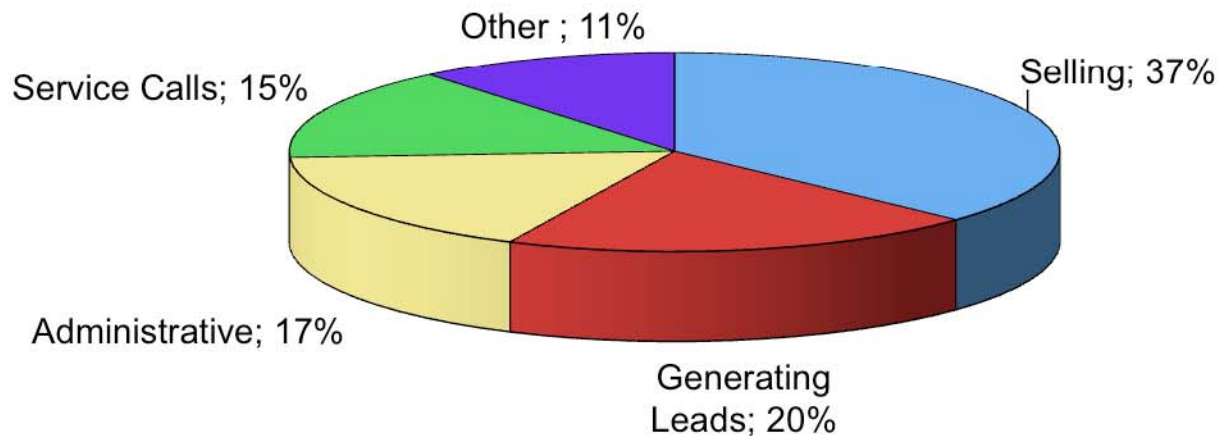
# Today's Reality



- 97% of CEOs interviewed planned on *increasing* revenue this year.
- 67% of CEOs plan in increasing revenue while *reducing* sales headcount.

Source: CSO Insights 2009 Sales Performance Optimization Study

# Sales Rep Time Allocation



**Almost 2/3 of sales time is spent NOT selling!**

# More Selling Time = More Revenue

Selling Time	% of Reps Meeting Quota
>40%	64%
30-40%	59%
<30%	54%

10 min/week additional “selling time”  
= \$57,000 of additional annual revenue



Source: IDC Sales Enablement Research

# Strategy #1

## Optimize Time

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Ask Executives what they need to make their numbers and they'll likely say:

**"More Leads"**

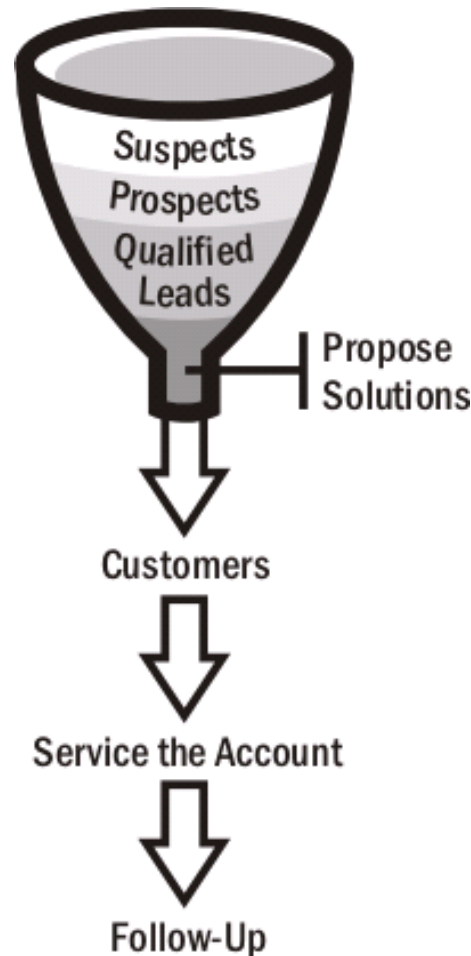
Ask sales people what they need and they'll likely say:

**"More TIME with QUALIFIED leads"**

# Selling Process

## TOP OF THE FUNNEL:

- Identify likely customers
- Develop targeted messaging
- Deliver those messages
- Connect and engage
- Establish needs
- Disqualify/ Weed out**
- Identify qualified prospects



## IN THE FUNNEL:

- Discover
- Diagnose
- Design
- Deliver

# Difficulty in Connecting

- Usually takes 7-12 calls/emails to get one appointment
- 95% of sales people quit after 4<sup>th</sup> attempt
- Last year on average 90 touches to every appointment booked....this year, 120 touches.



# Strategy #2

## Optimize Resources

*Use the resource that fits the task*

# What is Sales Enablement?

IDC defines Sales Enablement as:

*“The delivery of the right information to the right person at the right time and in the right place to assist in moving a specific sales opportunity forward.”*

# Arm your Sales Team

- The right knowledge
- specific to the current selling situation
- at the right time
- in the right place
- tailored to the needs of the buyer



# Conversations...NOT Collateral

- It's not about more collateral, it's enabling salespeople to have conversations.
- It's not about creating messages at "Corporate", it's discovering the messages and strategies that are resonating with buyers.



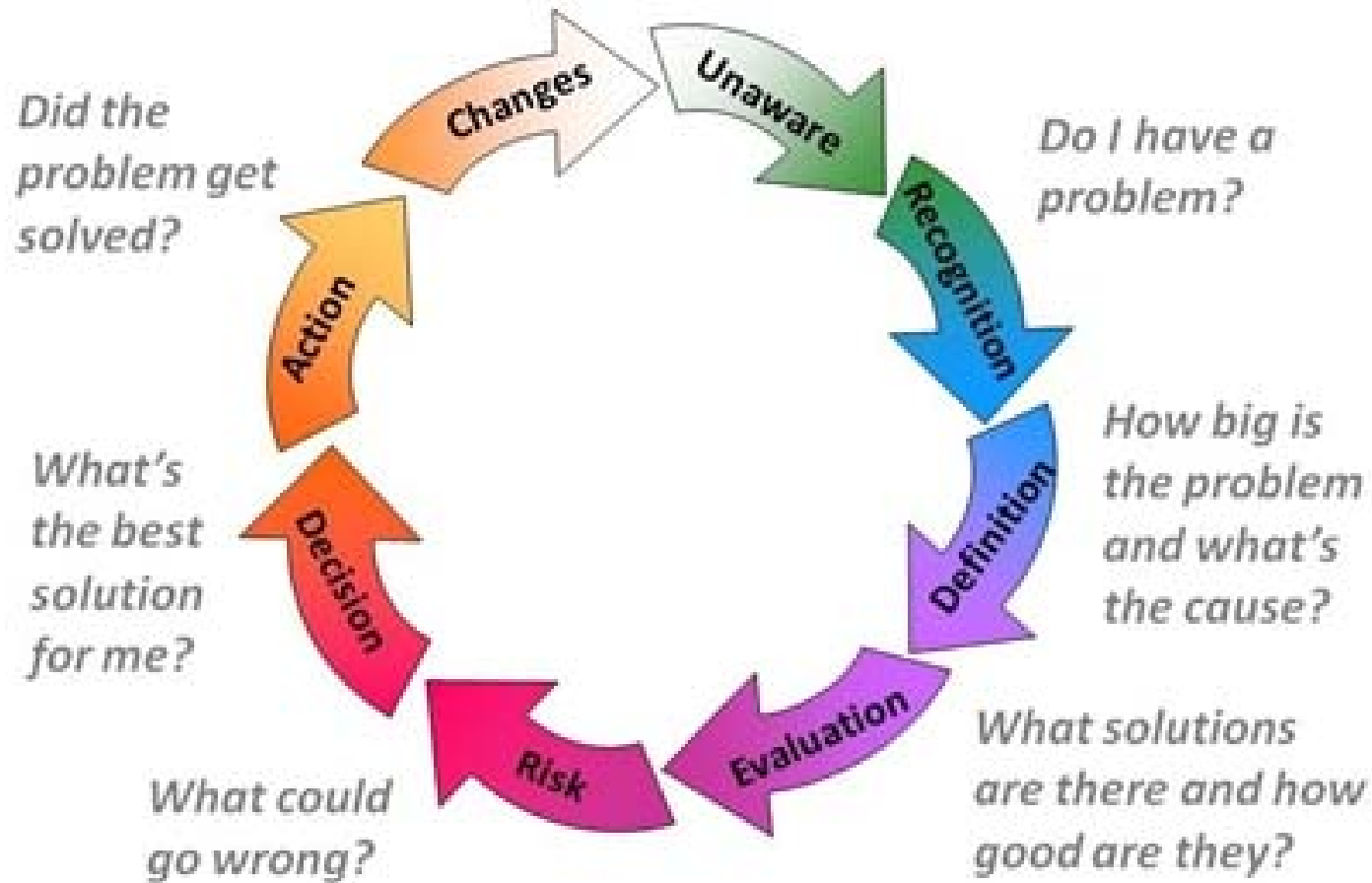
Key Messages

*Relevant* Content = Information  
*Irrelevant* Content = Noise

# Conversations...NOT Collateral

- **Shared experiences** :: Stories of successful selling experiences, lessons learned in the field, advice on how to avoid landmines or differentiate from competitors.
- **Sales support tools** :: Competitive analysis, objection handling, customer stories and references, discovery questions, call scripts, sample letters.
- **Subject matter experts** :: Product gurus, industry specialists, client service managers who can help prepare the rep for a sales call or support the rep on a call.
- **Coaching and proven strategies** :: Content, messages, and strategies that are proven to work in the current selling situation.
- **Customer-facing materials** :: Not just static collateral, but dynamic deliverables that are personalized for each prospect.

# Match Content to Buying Cycle



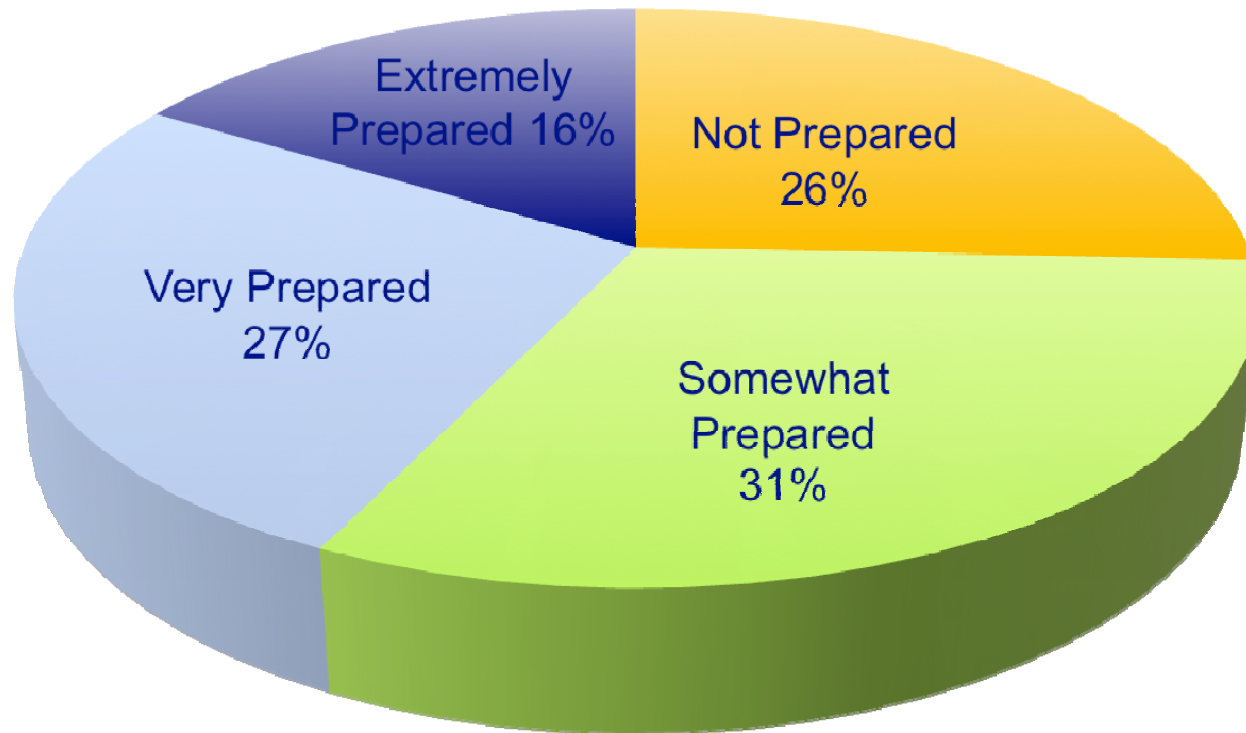


# Strategy #3

## Optimize Knowledge

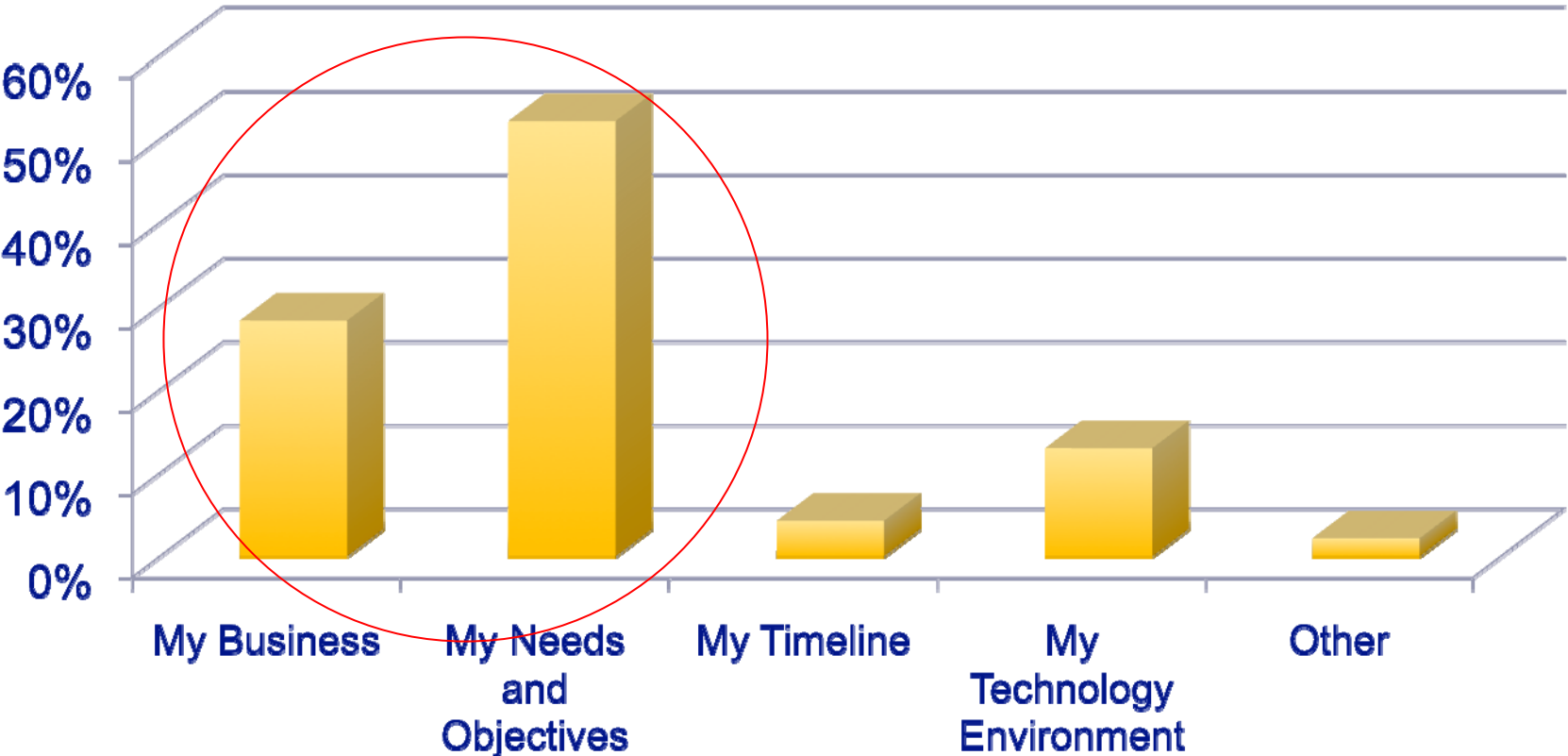
# Buyer-Seller Alignment

*"Thinking back to your initial meeting, what percent of reps were...."*



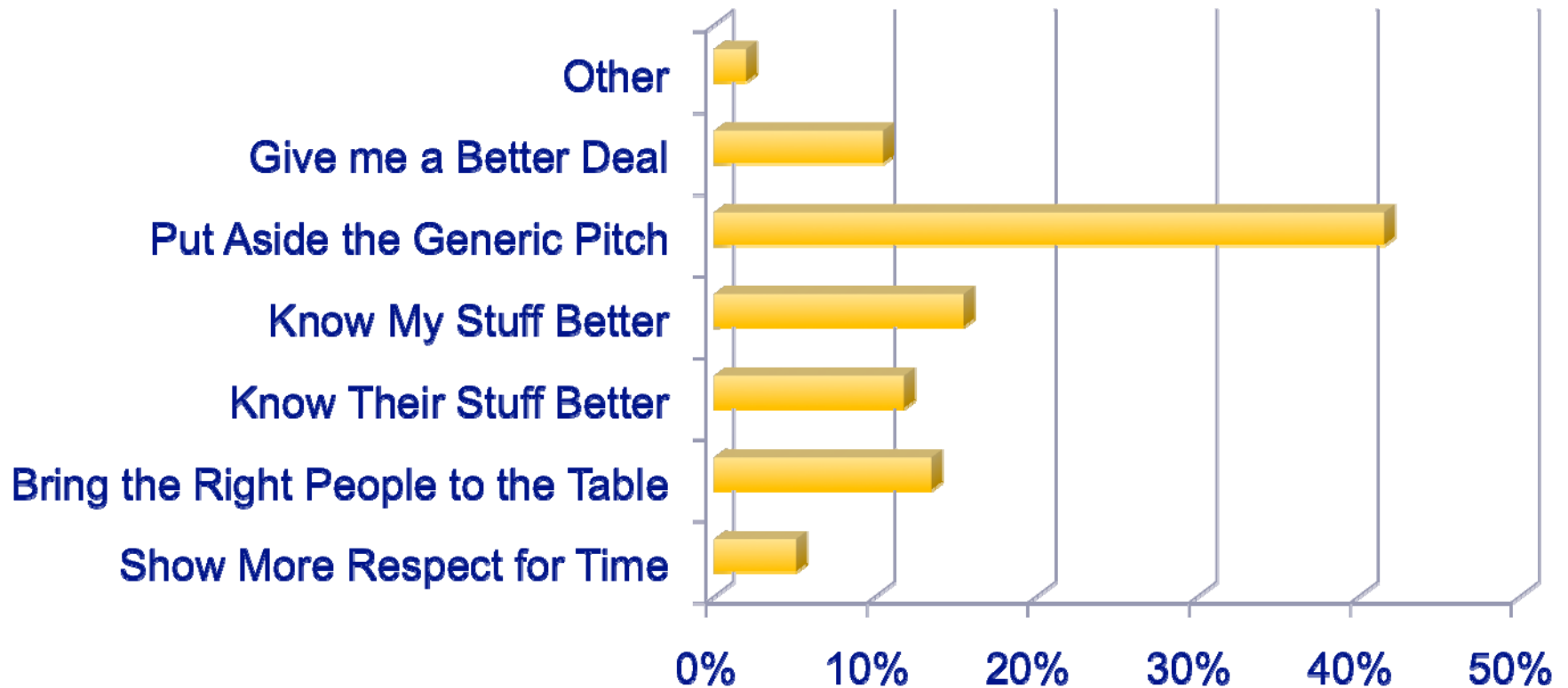
Source: IDC Customer Experience Panel, January 2009  
Number of respondents = 296

*“Which one of the following areas do sales reps need to know better about you and your company in order to improve the value of your relationship with the company they represent?”*



Source: IDC Customer Experience Panel, January 2009  
Number of respondents = 296

*“Which of the following is the #1 thing a rep can do to improve the value of your relationship with the sales team and the company they represent?”*



Source: IDC Customer Experience Panel, January 2009  
Number of respondents = 296

# Case Study: TerraGo Technologies

*"In the past, for a \$10M quarter, we needed a \$30M Pipeline. Today, we might need a \$50M pipeline." - Rick Cobb, CEO*

1. Narrow focus to fewer vertical markets and the strategic accounts within each.
2. Use repeatable, truly focused messaging aligned with problem/solution and customer buying cycle.
3. Outsource lead generation to start sales cycles with likely prospects.

# Enabling Sales Success

1. More selling time
2. More qualified leads to pursue
3. More tools that enable value-added conversations through-out the customer's buying cycle to increase wins



# Ways we can help

- Lead gen/qualification/appt setting
- Lead gen. strategy and message development
- Prospect research
- Target account profiling
- Admin/sales assistance



# Free Offer- Let's talk

- Lead generation consultation
- Copies of the research reports and eBooks mentioned today
- [www.signaturemarketingservices.com](http://www.signaturemarketingservices.com)
- Phone: 480.282.8500
- Email: [Tonya@signaturesupport.com](mailto:Tonya@signaturesupport.com)



“Signature Services has impressed us from the start. Their team of experts is not only great to work with but they deliver world-class results.

We put them to the test with a campaign targeted at a tough to reach vertical market. Within 45 days they secured appointments with over 20% of our targeted customers! We never would have realized these results with a traditional approach. Our account managers are good at business development but they cannot stay focused like Signature Services can.

What really amazed us was how quickly Tonya and Marissa learned our value propositions and adapted to our culture to really become a part of the team. We are excited to leverage their expertise to take our already successful business to a new level.”

**Ross Atherton, Trane Virginia**

“Signature Marketing has exceeded our expectations here in Southern California. I have been very impressed with the quantity and quality of the appointments that they have been able to set for us.

Signature Marketing is opening doors at the C-level that we have not been able to open on our own. Within the first month of the program, Signature set up 10 appointments with superintendents and directors of the target school districts that we assigned to Signature.

Signature did a great job of setting the customer expectations for the meetings. The customers have been very interested in learning more about the breadth of Trane’s offerings.”

**Johnny Brown, Trane Southern California**

# Our Other Clients Say

- Many thanks to you for your initiation. This is evidence that sales cycles do take time yet establishing the footprint is most important. GE cannot control a client's readiness for change we can simply keep the value prop in front of them and be persistent with follow through. --

**Deb Gordon, GE Healthcare**

- Tonya and her team have gotten remarkable results for me. Their professionalism, organization, and persistence have secured over 250 appointments in the last year that I could never have arranged myself. They have opened doors I have been trying to open for well over a year. With their support, my time is spent selling and working with customers instead of losing time on the phone setting up the appointments. They always communicate with me about schedules and any issues that may affect an appointment. As a result, I am much more effective and efficient! –

**Dr. Ray Lauk, Education Solutions Manager, GE Security**

- We have worked with many marketing services firms over our 20 year history; Signature Marketing Services is beyond a doubt the best and most effective firm we have dealt with. They have been our partner in this area for over 4 years and have handled a myriad of projects and programs for us - marketing strategy, event management, targeting, and lead generation. As an example of their impact, they recently undertook a lead generation program for us – we are a specialty consulting firm focused on the Fortune 500. The success of the program exceeded both our expectations and our ability to keep up with the demand.

**- Dean McMann, CEO of McMann & Ransford**