



Developing
HIGH PERFORMANCE *Sales Teams*



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High Performance Sales Managers =
High Performance Sales Teams. How?



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Premise

- Sales grow when people grow.
- It is the responsibility of the Sales Manager to develop & coach their own people for high performance.

But do they have the right tools and support?



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Performance Solution

Empowers Sales Managers to Become the Super Coach

- Cloud based, on-demand.
- Coaching tool-kit to make it fun, simple and easy for your manager(s).
- Shifts sales development from the training room to the sales meeting.
- Shifts accountability from external trainers to your sales manager.
- Backed up with research and science.
- Embedded Learning Program.



The SalesStar Coaching Toolkit

- Extensive library of on-demand videos
- Step-by-step coaching cards covering vast range of sales subjects
- Supporting slides with embedded videos
- Manager's instructional video
- Downloadable workbook
- Ongoing ask the expert
- Executive sales coaching



STAR Consultative Selling Workbook



The S.T.A.R. Pain Funnel

Here you begin to apply questioning skills (mainly Open questions). Using the S.T.A.R. questioning process you will be engaging in Consultative Selling.

- **S**ituational questions
- **T**ension questions
- **A**ffect questions
- **R**esolve questions



Competent consultative salespeople can ask 15 to 25 S.T.A.R. questions to engage the prospect, discover problems (pain) or opportunities to grow the client's business (gain), and 'drill down' to find out the details and implications of each need.

The S.T.A.R. funnel is also known as the "Pain Funnel". This is because the S.T.A.R. questioning process amplifies the pain associated with their problems as they figuratively get pushed through the funnel.

This questioning process alone promotes trust, especially if there has been prior research. Prospects are more likely to be impressed if you ask smart questions about their business (B2B) or their personal needs (B2C), rather than about your products.

The 'S' In The S.T.A.R. Pain Funnel Situational Questions

Situational questions are used to qualify a prospect and collect facts. They typically consist of Open questions.

Examples:

- How long have you been in business?
- How does the decision making process work?
- Who is your current supplier?
- What do you think their strengths are as a supplier? Why is that important to you?
- How long have you been using them?
- How much do you normally stock at any time?
- Where do you store the stock?
- What is your rate of consumption?
- What projects have you got coming up over the next year?
- What volumes do you usually order and how often?
- What was your expenditure last year in this category?
- What budget are you working to?
- Where does it go once it leaves this department?



Discussion:
In your groups come up with 6 of your own examples

Coaching Cards – STAR Consultative Selling

- Coaching cards & supporting PowerPoint presentations with integrated videos
- Designed for Sales Managers to have weekly breakthrough sessions with their sales team



Executive Coaching for Sales Managers

1. Bi-weekly virtual coaching sessions.
2. Focused on empowering sales managers to become world class sales leaders
3. Coaching call structure:
 - Review of modules
 - Current Challenges
 - Review KPI's



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Engagement

- STAR Selling on-line
- SLMA on-line modules
- Coaching Kit
 - On-line coaching modules
 - Coaching cards
 - How to use guide (instructional video)
 - Downloadable workbook
 - Ongoing Ask the Expert support for sales managers
- Executive Coaching
 - Understanding Objective Management Group (OMG) Evaluations



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Investment Considerations

- SalesStar On Demand
\$1,995 per month (up to
6 people)
- Includes Executive Sales
Coaching – Bi-Weekly

Additional options

- Each additional person at
just \$99 per month
- Additional coaching pack
(10 sessions) at \$5,000



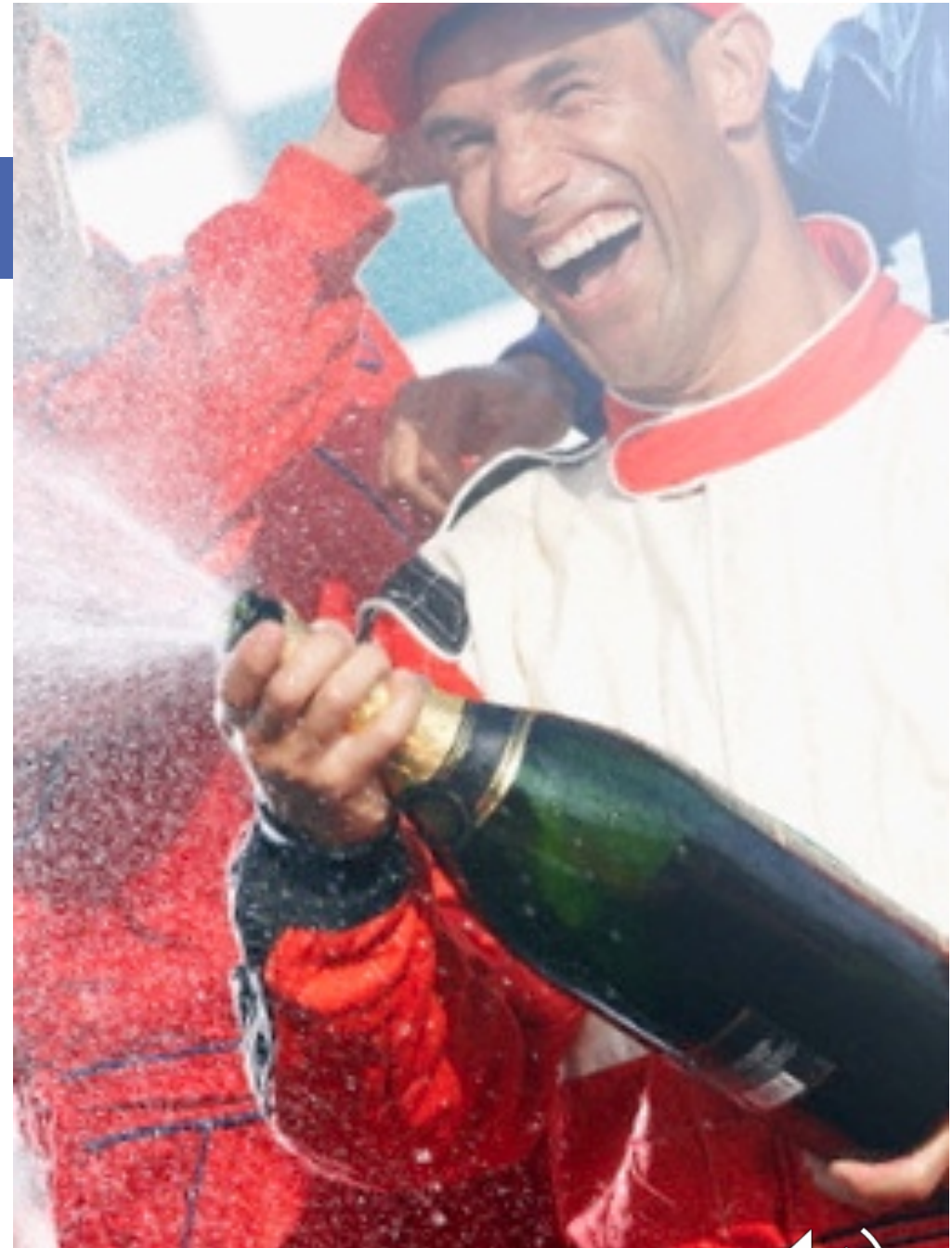
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The Business Case

Measurable Outcomes

- Eliminate external training costs
- Reduced logistical costs
- Saves time
- Improves staff engagement
- Develops sales managers into super coaches
- Grow and develop entire sales team
- Ramp up new employees faster
- Sales increase



Why SalesStar On Demand?

- Sales development NOT sales training
- Science into selling
- Simple street smart strategies
- 70 / 20 / 10
- Customized process
- Commercial experience
- Measurable results
- Raving fans
- Live coaching by a sales expert



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