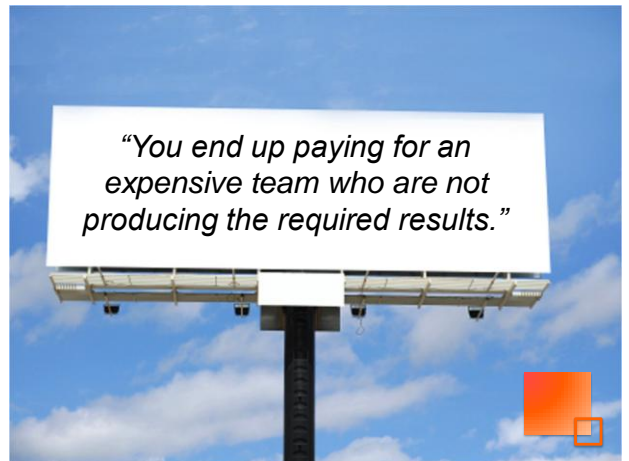


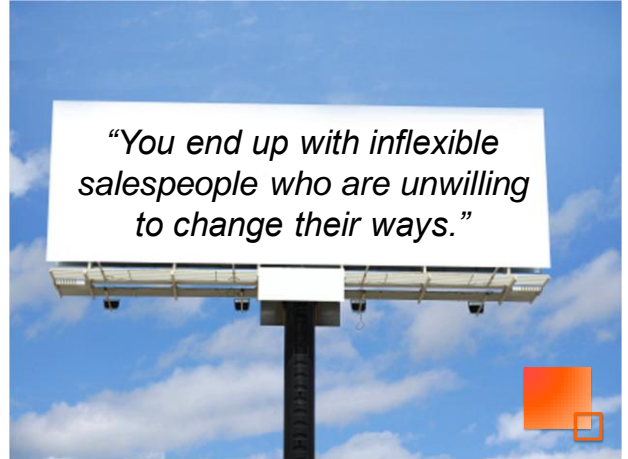


Practical Sales Management



What happens if you get this wrong?





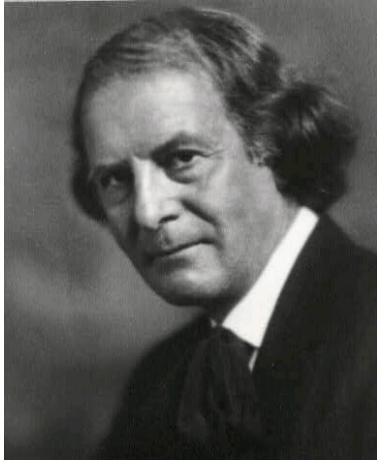
<p>Job # 1</p>  <p>Foundation... First Things First</p> 	<p>Activities & Results</p>  <p>Deciding On Activities & Results</p> 	<p>WINNING</p>  <p>Leadership & Management</p> 
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10



Job # 1... Recruit Winners





Elbert Hubbard

“There is something rare, something finer, something much more scarce than ability. It’s the ability to recognise ability.”

13



“The toughest decisions in organizations are people decisions – hiring, firing, promotions, etc. These are the decisions that receive the least attention and are the hardest to ‘unmake’.”
Peter Drucker

14



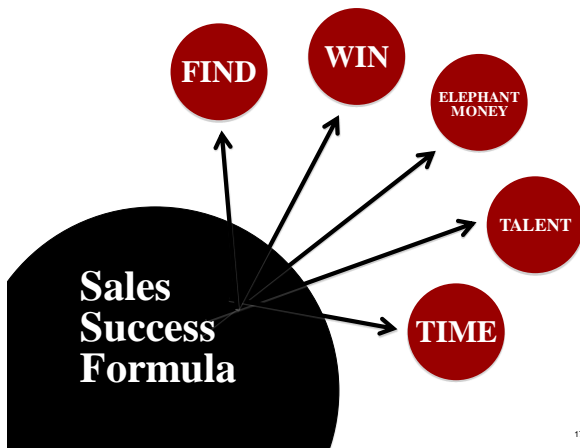
From How To Who

15



Hire Smart... Or Manage Tough

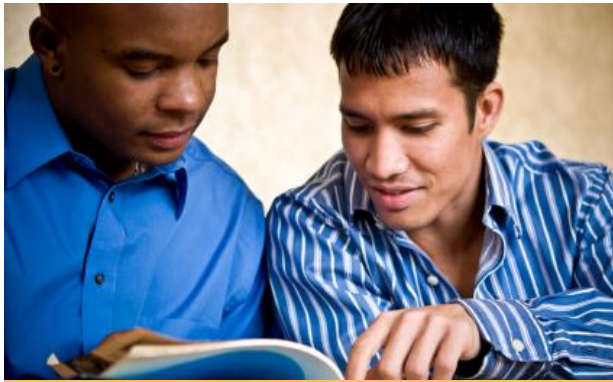
16



17

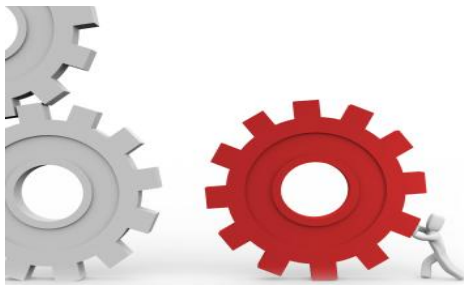
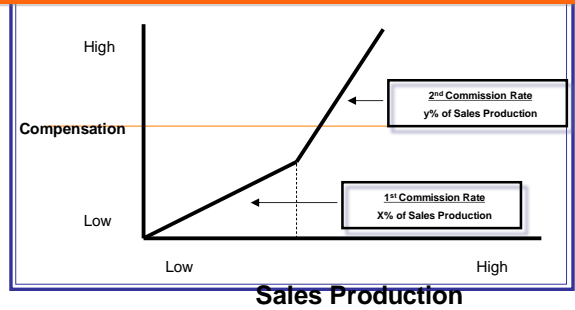
Commission Plans Drive Salespeople’s Behaviour





3 Measures Only

4 - Ramped Commission - Progressive



YOU... Define the strategy
THEY... Execute the tactics

2 Critical Strategy Components



Tactical Execution



£1,204 (\$1,782USD) 100% guaranteed



Good & Bad Activities

25



26

BAD Activities



27

GOOD Activities



28

30



31



Plan The Year In
Advance

90-Day Formal Reviews



33

Weekly Sales Meeting



Daily Sales Huddle



© Nick Deane

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An advertisement for "PrintersProfitBlueprints.com". The top part has a blue background with a small orange square logo and the website URL in yellow text. Below this, the text "How To Turn your print expertise into money" is written in white. The bottom part of the ad shows a person sitting on a chair in a vast, green field under a blue sky with white clouds.