“Managing for Sales Success”

Doug Dvorak
STD
CARPEDIEM
“SEIZE THE DAY”
CONSTANTLY NEGATIVE NEWS

Science tells us the average person thinks 60,000 thoughts per day with over 45,000 of those thoughts being negative.
FLC SYNDROME

FEEL
LIKE
CRAP
Sometimes I feel that I have the worst job in the world!

Ya...right!
Headlines
LAKE ISABELLA
Cremation & Funeral Society

Join us for BBQ
At April Meeting

April 24, 2004
(Saturday) at 1:00pm.

Meet the Society members and Society President with Guest Speakers

Source: Janesville Daily, 2004 - Kristi Flaherty - Reporter
HAPPY BIRTHDAY
To The Most Impotent
Person in The Family!!!

Source: Nashville Times, 2008 - Randy Hughes - Reporter
Tight end returns after colon surgery

(AP)—Eight months ago, Chris Gedney stood in line like a fan and bought a ticket to a game.

He was down after being dumped by the Arizona Cardinals and in despair over his chances of playing football again.

Now he’s back, and others are buying tickets to see the soft-spoken tight end complete a remarkable medical odyssey.

day of their 1999 training camp. Then, when they got a look at him last winter and saw how quickly he recovered, the remembered they had only one tight end under contract. In February, Gedney signed a one-year pact with the team that let him go so abruptly.

His teammates and coach Vince Tobin are glad to have
Low Self-Esteem Support Group will meet Thursday from 7:00 to 8:30pm. Please use back door.

Dance to the sounds of
Breaking Wind
Saturday Feb. 2  9 p.m.- 1:30 a.m.
FREE SUPERBOWL
MEXICAN BUFFET
Sunday - 4 p.m. Game Time

Source: Lafayette Times Gazette, 2009 – Johnny Cakes- Reporter
Some Great Speakers

Dr. Martin Luther King – “I Have a Dream”

Abraham Lincoln – “The Gettysburg Address”
Some Great Speakers

Malala Yousafzay – “UN Activism & Education”

Jim Valvano – “ESPN ESPYS Speech”
And You Thought Your Life Was Tough

09 - Born in a one room house

12 - Brother, Thomas dies

18 – Mother, Nancy dies

28 – Sister, Sarah dies

31 – Tried his hand at business & fails

32 – Ran for a seat in the state legislature & is defeated

34 – Returns to business, fails again

35 – Girlfriend dies & he suffers a nervous breakdown

43, 46 & 48 – Returns to politics only to be defeated in run for congress

55 & 58 – Runs for Senate and is defeated

56 – Runs for Vice President and is defeated

60 – Elected President of the United States
Whatever You Are, Be A Good One!

Abe Lincoln

Image Source: http://karenswhimsy.com/abraham-lincoln.shtm
You Have To Be Different To BE Remembered!

--Coco Channel
99%
IF 99% IS GOOD ENOUGH, THEN...

12 newborns will be given to the wrong parents daily.

2,000,000 Dunkin Donuts will be baked incorrectly.

Two planes landing at ANY Intl airport will be unsafe every day.

315 entries in Webster’s dictionary will be misspelled.

20,000 incorrect drug prescriptions will be written this year.

291 pacemaker operations will be performed incorrectly.

5.5 million cases of Budweiser Beer produced will be flat.
100%
From a strictly mathematical viewpoint:

What Equals 100%?

What does it mean to give 100%?

How about ACHIEVING 100%.

What equals 100% in life?
Here’s a little mathematical formula that might help Answer these questions:
If: 

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Is represented as: 

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26
Then:

H-A-R-D-W-O-R-K
8+1+18+4+23+15+18+11 = 98%

and

K-N-O-W-L-E-D-G-E
11+14+15+23+12+5+4+7+5 = 96%
But:

A-T-T-I-T-U-D-E

1+20+20+9+20+21+4+5 = 100%

Conclusion?
Therefore, one can conclude with mathematical certainty that:

While Hard Work and Knowledge will get you close, **Attitude** will get you there!
Choose to have a winning Attitude!

A 100% choice
Motivation

• “If you can dream it, you can do it”
  • Walt Disney

• Disneyland was built in 366 days, from ground-breaking to first day open to the public.
Motivational Principle’s

You Can’t Really Motivate People, All You Can Do Is Create A Motivational Environment In Which They Can Motivate Themselves.
“If You Are NOT The Lead Dog, The View NEVER Changes”
RVDA 2015 WINS “BY THE NUMBERS”

RV INDUSTRY $15 BILLION PLUS

RV INDUSTRY HAS RECOVERED FROM “THE GREAT RECESSION”

WHOLESALE RV SHIPMENTS EXCEEDED OVER 360,000 UNITS FOR THE FIRST TIME SINCE 2007

U of M RESEARCH CENTER FOUND 8.5% OF ALL U.S. VEHICLE OWNING HOUSEHOLDS OWN AN RV – UP FROM 8.0% in 2001

MORE THAN 9 MILLION RV’s (MH, TT, 5W, TC & FCT) ON THE ROAD, UP 14% FROM 2005 & 80% SINCE 1980
RVDA 2015 WINS “BY THE NUMBERS”

21% OF ALL U.S. HOUSHOLDS INTEND TO PURCHASE AN RV AT SOME POINT IN THE FUTURE

2014 RVIA CAMPFIRE CANVAS SURVEY OF RV OWNERS – 70% ELIEVE NOW IS A GOOD TIME TO PURCHASE AN RV

RV’ers SAVE ON TRANSPORTATION & LODGING & CHANNEL THOSE SAVINGS INTO LOCAL BUSINESSES SPENDING APPROX $100 PER DAY

15 STATES HAVE PASSED RV FRIENDLY ROAD SIGN LEGISLATION
Why Are We Here?

To explore a new approach to the sales management process and to gain a deeper understanding of our sales team and ultimately how to articulate value to our prospects and clients to become a Trusted Advisor.
Our Attitudes & Thoughts Are Powerful

"A mind, once expanded by a new idea, never returns to its original dimensions."

- Oliver Wendell Holmes
YOU ARE THE CEO

Chief Everything Officer
Chief Enthusiasm Officer
Chief Executive Optimism
Chief Energy Officer
“Salespeople Don’t Quite Companies, They Quit Sales Managers”

Doug Dvorak
The Sales Coaching Institute
Trust and Rapport Precedes ANY Sales Activity

Doug Dvorak
The Sales Coaching Institute
Happy Sales People = Happy Customers = Long Term Profitability
Current US - 2015 Business Climate

- 60% of companies are hunkering down, slashing expenses and trying to ride out the tough times

- 20% are confused about whether they should spend money or not – they end up gridlocked with no action plan to solve their issues

- 20% are aggressive and opportunistic – they are stealing market share from their competitors

- Over 50% of organizations are predicting an increase in their employee count for 2015. In fact, organizations are expected to grow by 12% this year according to a recent “Talent Technology survey”.
Increasing Revenue Is First Priority for Sales Executives

- Increase revenues: 60.7%
- Increase sales effectiveness: 56.3%
- Increase market share: 36.4%
- Improve customer loyalty/satisfaction: 28.7%
- Optimize lead generation: 27.6%
- Reduce sell cycle time: 19.6%
- Improve margins: 18.0%
- Increase channel sales: 15.4%
- Improve team selling: 13.5%
- Improve communications: 11.0%
- Reduce sales administration burden: 8.1%
- Reduce cost of sales: 6.7%
- Decrease discounting: 4.5%
- Other: 3.1%

Source: CSO Insights
The Sales Management Process

- Sales plan formulation
  - Setting objectives
  - Organizing the salesforce
  - Developing account management policies

- Sales plan implementation
  - Salesforce recruitment and selection
  - Salesforce training
  - Salesforce motivation and compensation

- Evaluation and control of the salesforce
  - Quantitative assessment
  - Behavioral evaluation
The Sales Management Process – Cont’d

Sales Plan Implementation

Sales Force Recruitment & Retention
The Sales Management Process – Cont’d

Sales force Evaluation and Control
  Quantitative Assessments
  Behavioral Evaluation

Sales force Automation (SFA) and Customer Relationship Management (CRM)
  Sales force Computerization
  Sales force Communication
What is Your Definition of Professional Selling?
“Selling is a process of identifying and filling customers’ wants or needs and creating value for them.”
Sales Defined As:

- Sales is the highest paying hard work and the lowest paying easy work.

Doug Dvorak
In Sales

I’ll Take Can Do Over IQ Any Day!

Doug Dvorak
THE MOST EFFECTIVE & HIGHEST-PAID SALES PROFESSIONALS DO:

• ALL NON-SALES RELATED ACTIVITIES (DEFINED AS GETTING BELLY-TO-BELLY) WITH A DECISION-MAKER, BETWEEN THE HOURS OF 6-8AM & 6-8PM!

• Tough BUT true

Doug Dvorak
“The nicest thing about not planning is that failure comes as a complete surprise and is not preceded by a period of worry and depression.”

John Preston
Boston College
Key Performance Drivers

What is Your Top Strength?
Your Top Improvement Areas?
Which is First Among Equals?
How much a person sells will always be consistent with their attitudes, values and internal beliefs...

...because success in sales is more about who you are than what you know!
Key Question

Why does one salesperson with basically the same level of education, experience, and sales opportunities outsell the other by five to ten times?
What are the key factors that distinguish top salespeople from everyone else?
Barriers

What challenges may undermine the ability to achieve these goals?
The Sales Congruence Model

Gaps create inner conflict and stress that undermine performance
Top performing sales teams achieve more

- 50%+ longer face time with customers
- 50% more topics discussed during customer visits
- 25%+ higher quality rating by customers
- 50%-100% higher sales, market share, growth ...
There are Many Forms of Selling!

1) Order Taking/”Farmers”
2) Order Getting/”Hunters”
How “Order Getters” “Hunters” Spend Their Time

How salespeople spend their time each week

- 25.1% Selling over the phone (12.1 hours)
- 16.7% Administrative tasks (7.7 hours)
- 28.8% Selling face-to-face (13.9 hours)
- 17.4% Waiting/traveling (8.4 hours)
- 12.7% Service calls (6.1 hours)
What Happens at 211 Degrees?

Hot Water!
7 Principles of Effective On-Line Communication

Definition of Search Engine Optimization - SEO

Social Media Marketing Statistics

Definition of Social Media Marketing - SMM

Definition of Social Media Monitoring

Free and Paid Monitoring Tools

Helpful Social Media Sound bites

Facebook, Twitter and Blogging Explanations

Social Media ROI Explanation and Statistics
BY THE NUMBERS...

Former Google Chairman Eric Schmidt, boldly predicts that by 2020 Everyone on the Planet will have the ability to get “On The Internet”

Tablets/Mobile/Smart Phones are outselling desktops & laptops for the first time

Over 1 Billion of the World’s 4+ Billion Mobile phones are now Smartphones

The # of Smartphone searches doubles every month

By 2014, Mobile Internet usage will overtake desktop internet usage

More than 50% of all local searches are done from a mobile device

83% of users search for local stores / retailers through their mobile device

63% use smartphones & tablets to search for product information before making a purchase

86% of mobile users are watching TV while using a mobile phone

200+ million (1/3 of all users) access Facebook from a mobile devise & 91% of all mobile internet use is “social” related
“”Today’s Technology is indistinguishable from Magic””

Arthur C. Clarke Statistics
If You Don’t Exist On The Internet You Don’t Exist!
What Were They Thinking???
5. **Who Represents?**: Company that tells you the name of the agent that represents a celebrity.

   [www.whorepresents.com](http://www.whorepresents.com)

4. **Experts Exchange**: Knowledge base for programmers to exchange advice and views.

   [www.expertsexchange.com](http://www.expertsexchange.com)
Top 6 Unintentionally WORST Company Web Sites

3. The Italian Power Generator Company.

www.powergenitalia.com
Top 6 Unintentionally WORST Company Web Sites

2. Looking for speedy art designers?
   www.speedofart.com

1. Want to holiday in Lake Tahoe?
   www.gotahoe.com
Value of Not Planning

“The nicest thing about not planning is that failure comes as a complete surprise and is not preceded by a period of worry and depression.”

John Preston
Boston College
Activity does not always equal movement;
movement is directional,
so let’s move in the right direction.
Principle 1 - Engagement Builds Trust

Building trust is the most important part of online communication, and once you've earned it, you need to make sure you keep it. In other words, transparency and trust are not a one-time thing. They're an ongoing effort.
For **Knowing how to measure success is as important as what to measure.**

1. Return on ...
2. Investment
3. Engagement
4. Involvement
5. Participation
6. Trust & Attention
- Search Engine Marketing - SEM
- Search Engine Optimization - SEO
- Social Media Marketing - SMM
- Pay per Click Campaign Management - PPC
With over 40 billion pages on Google alone, making sure that visitors find your website is a tough challenge.

**Competition is fierce** for the top listings, yet without regular visitors your site might as well not exist. Finding the right Internet Marketing partner is integral to the success of your site, and in a market notoriously fraught with cowboys and conmen, you need a partner you can trust.
Marketing online is more effective than traditional marketing and costs less!

**Over 60%** of all first time visits to a Web site occur as the result of a search! Search engine marketing, getting your Website at or close to the top of search engine result, is therefore the single most effective marketing that a company can do.

These visitors are **pre-qualified leads** to your business! Even more important than the amount of traffic received is the quality of traffic - the visitors that arrive as the result of a search are pre-qualified. They are already looking for the products and services your company offers.

Contextual Internet advertising **costs pennies** and **returns dollars**. That's why “*Pay-Per-Click*" advertising, advertising that presents itself as a search result, is now bigger than banner ads!
What is Search Engine Optimization

Search Engine Optimization: This is an art and science of constructing your website code and copy in such a way that search engines like them and as a result rank your pages highly for relative search terms. If all goes well your website will be listed on the first page of the search engine’s free listings also called “natural” or “organic” listings.

Search Engine Marketing/ Pay per click: These are the paid or sponsored text listings you typically see on the right hand side of search results. You can control the ad copy and also hotlink it to a URL within your website.
How Do Search Engines Work?

Your customers see your **Advertisement** or **Listing** when they **Search**

How do search engines work?

www.seosolutions.us

Natural listings
<table>
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<th>Pros:</th>
<th>PPC</th>
<th>SEO</th>
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<tr>
<td>Instant Traffic.</td>
<td>Free Traffic! You don’t pay per click</td>
<td></td>
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<tr>
<td>Only pay for performance.</td>
<td>High Volumes of traffic</td>
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<td>No fear of Search engine updates</td>
<td>Highest ROI</td>
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<tr>
<td>Can easily test multiple visitors</td>
<td>No bidding wars</td>
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<tr>
<td>Search engines treat you as partners, not infiltrators</td>
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Expensive for long term
Traffic Limited to monthly budget.
If not monitored properly it can lead to negative ROI
Click Fraud remains to be main concern.

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<tr>
<td>Expensive for long term</td>
<td>Ranking can Fluctuate</td>
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<td>Traffic Limited to monthly budget.</td>
<td>Require Time</td>
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<td>If not monitored properly it can lead to negative ROI</td>
<td>Can not use Flash Website</td>
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<tr>
<td>Click Fraud remains to be main concern.</td>
<td>First page results for Competitive Keywords are not guaranteed</td>
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*Our Suggestion is do both – SEO and PPC.*
5 Steps to SEO Ready your Web Site!

1 - Get a web site – Purchase ALL Domains

2 - Research your keywords

3 - Content is King – Be an Author

4 - Build Links “White Hat Only/No Black Hat”

5 - Invest 30 -45 minutes per day to Build Your Own Brand on-line.
“”The future is already here. It’s just not evenly distributed.”

- William Gibson
Social Media Marketing - SMM: Social Media Marketing (SMM). The concept behind SMM is simple: implement changes to optimize a site so that it can be more easily linked to other web sites, press releases, ezine articles, You Tube video posts, blogs, podcasts, vlogs and search engines. The more visibility a site has on relevant social media sites the better.

Optimize a site for social media, we need to increase the linkability of the content to help it travel - Unlike much of SEO, SMM is not just about making changes to a site. When you have content that can be portable (such as PDFs, video files and audio files), submitting them to relevant sites will help your content travel further, and ultimately drive links back to your site.
Social Media Marketing For Business

[Diagram showing the flow of social media platforms (Facebook, Twitter, SlideShare, LinkedIn, MyBlogLog, Digg, Google Reader, FriendFeed, del.icio.us, flickr, Technorati, MySpace) pointing towards a central icon labeled "Your Business" and then to "Your Site".]
“Social Media is Like a Cocktail Party: Listen Then Respond”
What Is Social Media Marketing?
“Enables Others to Advocate for Your Business Through Compelling Content”
Social Media Marketing

Companies have found that social networking sites such as Facebook and Twitter are great ways to build their brand image.
Why Is Social Media Important?: Statistics
Global Internet Users

- **Asia**: 738,257,230
- **North America**: 252,908,000
- **Latin America / Caribbean**: 179,031,479
- **Europe**: 418,029,796
- **Oceania / Australia**: 20,970,490
- **Africa**: 67,371,700
100 Trillion
The number of emails sent on the Internet in 2012.

Source: Jess3
14 Billion+ Tweets Sent on Twitter Since 2006

Photo Credit: Rosaura Ochoa
Source: Mashable
Global Internet Users

500 Million

The number of Twitter "Tweets" sent out daily on the Internet in 2013.
“Twitter is like a Text Message with a BCC: To The World”

Photo Credit: ydhsu
Companies have found that social networking sites such as Facebook and Twitter are great ways to build their brand image.
1.5 Billion Active Facebook Users

Source: Tech Herald

Photo Credit: Oversocialized
“Facebook is a social network that connects people personally and professionally through connections, messages, photos, & videos.”

Photo Credit: Marvin Kuo
Facebook Fan Pages Let Businesses Interact with Customers and Prospects
“Bahave”
- Austin Powers
Know Where You Are Online
Not Worried About Your Brand? Neither was Kevin Colvin...

- kev (Kevin Colvin) | MySpace - myspace.com/kevinbcolvin

- www.myspace.com/kevinbcolvin - Cached
- Bank intern busted by Facebook - Kevin Colvin - Gawker

Kevin Colvin - LinkedIn

Colvin's professional profile on LinkedIn

www.linkedin.com/pub/kevin-colvin/9/796/A31 - Cached
- Kevin Colvin | Facebook

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Your Current Virtual Identity

What does your brand currently communicate online?

Step 1 Google your name
Step 2 Clean up all public profiles
Step 3 Adjust privacy settings
Step 4 Distinguish professional from personal profiles
80% of jobs come through networking
45% of HR managers now use social networks to research candidates
First impressions now happen via Google & Facebook
Your future employer, client or customer can get to know you before they even meet you
LinkedIn: professional networking, referrals, online CV
Facebook: 1.5+ Billion users worldwide
Twitter: small bits of timely information (limited to 140 characters per Tweet), share personality & expertise
Xing: professional networking, job boards, read in 16 languages
Blog (web log) = A website with journal-like entries organized in reverse chronological order

BLOGGING for SMALL BUSINESS SUCCESS

MAINSTREAM ONLINE PETER PAGE
SOCIAL CALLED THREATS OFTEN FOLLOWING
HOSTED OFFICIAL JOURNALISTS
LAW SOURCE BUSINESS
CASE DELTA YORK SPEECH CONSEQUENCES
NEW WALL INFORMATION
LIVE MANY
CASE
WEBLINKS PLEASE DEVICE AARON
BY SIMONETTI GOVERNMENT ANONYMITY ART
WEBLOGS
THEME
JOURNALISM POPULAR
PUBLIC LIST
SEARCH ARTICLE REFERENCES MYBLOGLOG U.S
ONE
SITE YEARS WEARABLE SUDAN
BASED LIFE
TWO
given

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Author
Doug Dvorak – CEO Digital Marketing Group
141 Million
The number of blogs on the Internet.

Source: Jess3
“Company Blogs are Digital Publications that Allow Public Responses”

Photo Credit kevindooley
Blogging and B2C & B2B Leads


Blog Articles By Leads Generated

Impact of Blog Size on Monthly Leads**

Web sites with blogs get 55% more traffic than those without (according to HubSpot survey)
Share timely information & multimedia content
Build a community through information
Easy to start & use
Wordpress.com, Blogger.com, Typepad.com
If you start a blog

Share your stories, ideas, and talents with the world

Have a professional design that reflects your style
Have a title & lens that reflects that centers around your expertise, passions & career goals
Read, comment on & link to other blogs with similar or complementary topics & interests
Filter, edit & aggregate information
Have an opinion

Use multimedia when possible
2 Billion plus Videos Are Streamed Each Day On YouTube
What’s Possible with video?

Will It Bled? - iPhone

http://www.youtube.com/watch?v=qg1ckCkm8YI

8,009,305 views
Social Media Marketing

Businesses Use Twitter to Converse with Prospects, Provide Customer Service & Drive Website Traffic.

Starbucks

@stephanie00 ha!
26 minutes ago via CoTweet by bradnelson in reply to stephanie00

@justdworld It's available the same day as the US, 6/29
about 3 hours ago via web from Industrial District East, Seattle by bradnelson
in reply to justdworld

@bkolani It's made for a 16oz bottle and pre-sweetened. ... and yes, the original VIA is still great iced.
about 3 hours ago via CoTweet by bradnelson in reply to bkolani

Just got word from @mystarbucksidea that we're out of samples for Starbucks VIA Iced Coffee. Look for it in stores on 6/29!
about 3 hours ago via web from Industrial District East, Seattle by bradnelson

RT @SAIPS: Sunshine + my son + my dog + @Starbucks =
great way to start my day off...
about 3 hours ago via web by bradnelson

Our friends at @MyStarbucksIdea have samples of the new Starbucks VIA Iced Coffee for you to try. More info:
“Links are the Currency of the Social Web”
“Social Media Monitoring Collects Online Mentions for Measurement & Response”
FREE Social Media Monitoring Tools

Google alerts beta

cotweet

co.mments

Real-time social media search and analysis:

BoardTracker v.2010

Discussion Search

Free Social Media Monitoring Tools

Image Credit: Hamed Saber

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Social Media Can Drive Leads and Customers

Photo Credit: PhotoDu.de
Social Media + Lead Generation Opportunities = ROI

“Social Media + Lead Generation Opportunities = ROI”
Social Media is for Leads and Sales

Percentage of Companies Using Specific Social Media Channels and/or Blogs Who Have Acquired a Customer From That Channel

What Happens at 211 Degrees?

Hot Water!
SOURCES

Christine Corelli/Christine Corelli & Associates
Scott Hudson/Chally
Mark Kramer/Laird Plastics
Gretchen Gordon/Braveheart Sales Performance
Integrity Solutions