

The

WORLD CLASS

sales force



274° W
Prescott
AZ

34°36'10" N 112°25'14" W
5080 ft Elevation

The **MODERN** sales force

EMPOWERING INSIGHTS & SKILLS THAT MAKE IT

1. BETTER TO BE YOUR CUSTOMER
2. HARDER TO BE YOUR COMPETITOR

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HOW MANY OF YOU FEEL WITH 100%
CERTAINTY YOUR SALES TEAM HAS
THE SKILLS TO HIT 2020 SALES PLAN?

A man with a beard and short hair, wearing a brown coat over a dark turtleneck, is sitting at a desk. He is looking down at a laptop screen with a thoughtful expression, his hand resting on his chin. The background shows a large window with a grid pattern, letting in bright light. A dark grey semi-transparent box is overlaid on the lower half of the image, containing white text.

DO YOUR CURRENT SALESPEOPLE
HAVE THE SALES SKILLS, BELIEFS AND
SALES DNA TO WIN TODAY?



A man with a beard and short brown hair, wearing a brown wool coat over a black turtleneck, is sitting at a desk. He is looking down and to the left, with his right hand resting on his chin in a thoughtful pose. The background shows a large window with a grid pattern, through which bright light is streaming. A red vertical bar is on the far left edge of the image.

WHAT UNIQUE SKILLS DO
SALESPEOPLE NEED TODAY?

WHAT SKILLS WILL YOU NEED IN SALES TO NOT ONLY SURVIVE BUT THRIVE TODAY AND IN THE FUTURE?

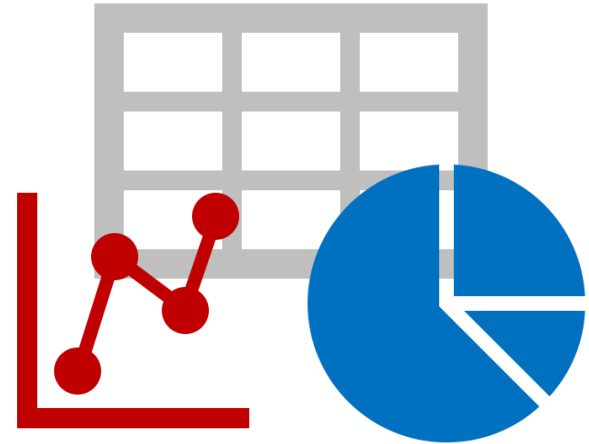
- Complex Problem Solving
- Critical Thinking
- Creativity
- People Management
- Coordinating with Others
- Emotional Intelligence
- Judgment & Decision Making Skills
- Service Orientation
- Negotiation
- Cognitive Flexibility

HOW DO WE CREATE A WORLD CLASS SALES TEAM?



WORLD CLASS DATA DRIVEN SALES TEAM

- 1.Sales skills, Competencies Sales DNA
- 2.Performance data in key metrics
- 3.Modern Training
- 4.Hire to future needs
- 5.Prescriptive Sales Tools



CORE COMPETENCIES – SALES PEOPLE

○ Will To Sell

○ Selling Competencies

○ Sales DNA

WHAT IS SALES DNA?

Belief systems

Motivations

Skills

Mindset

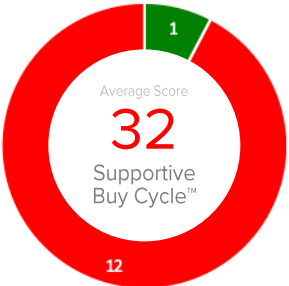
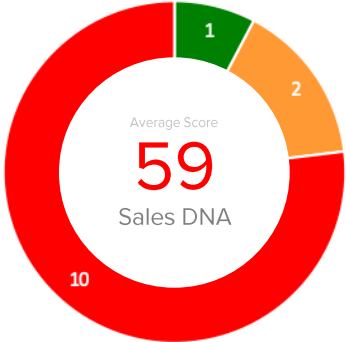
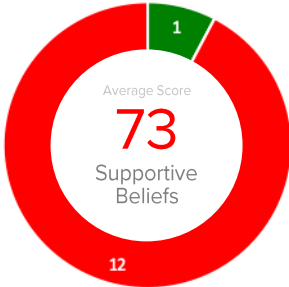
Talking about money

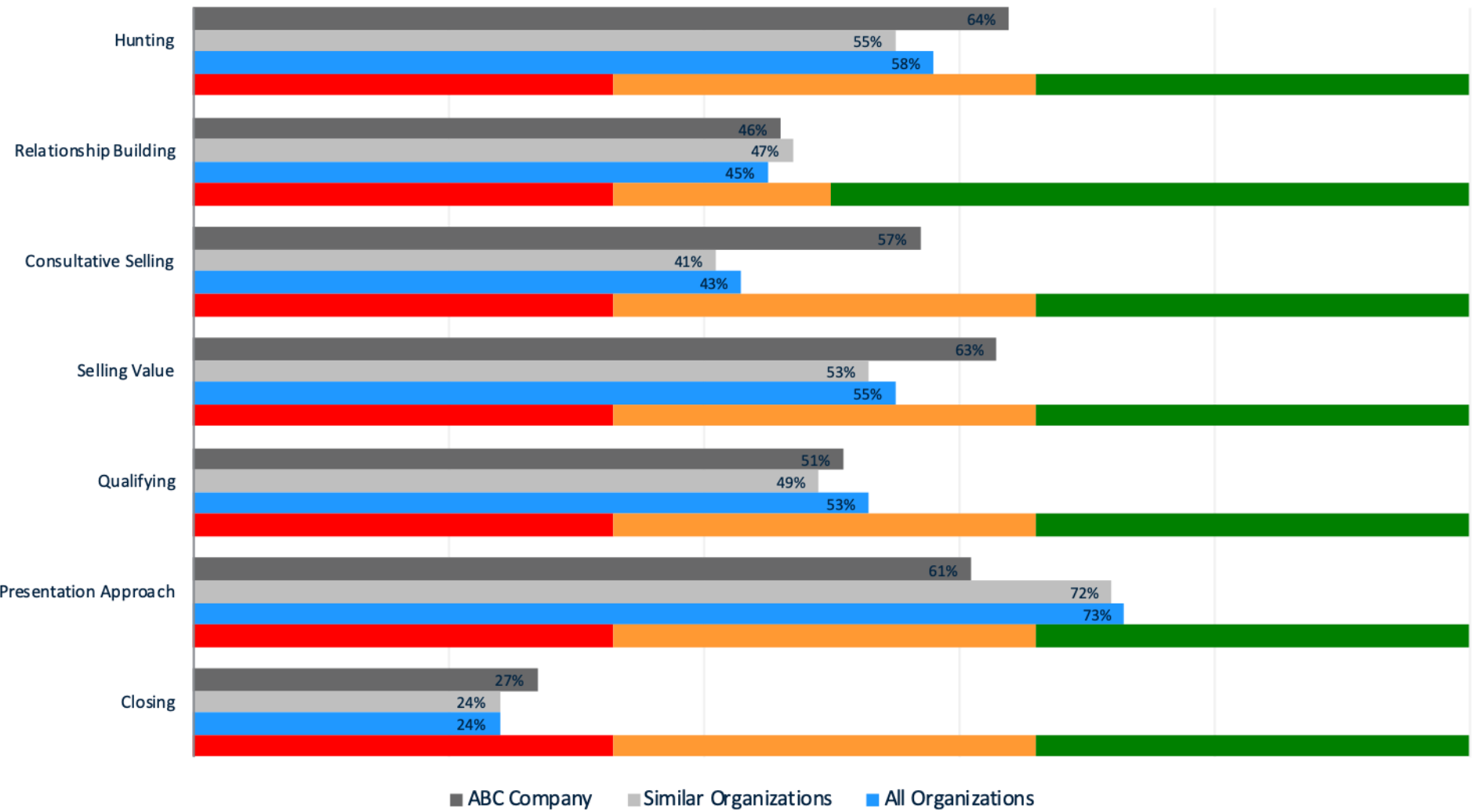
Need to be liked

Your Pricing



SALES DNA







WHAT IS NEEDED?

Providing sellers the tools and training to have the

- right **value-adding conversations**
- with the right **customer**
- in the right **format**
- with the right **purpose**
- at the right **terms**
- and at the right **time.**

MODERN ANALYTICAL PLATFORMS: INSIGHTS TO ADD VALUE IN EVERY PHASE OF CUSTOMER RELATIONSHIPS



Targeting the best-fit prospects to grow new business



Cross-Selling & Up-Selling Existing Accounts to Grow Share of Wallet



Timely Insights to Nurture Customers with High Growth or Recover Customers with Risk of Defection

MODERN TRAINING PLATFORMS:

PERFORMANCE SKILLS TO ADD VALUE IN EVERY PHASE OF CUSTOMER RELATIONSHIPS



Understanding how to accelerate the customer's business outcomes



Driving business value beyond what's "in the box"



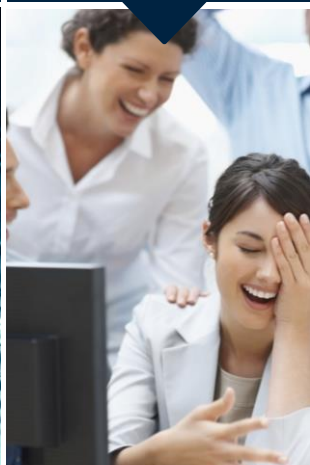
Strategic Alignment to drive customer's long-term growth

MODERN TRAINING PARADIGM

Simple, Intuitive,
Drip Learning



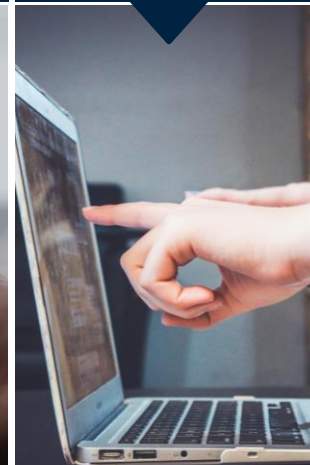
Engaging
& Entertaining



Social
& Mobile



Peer Coaching
& Collaboration



Just-in-Time/
Workflow Integration



DEEP LEARNING ISN'T JUST FOR MACHINES ... IT'S FOR PEOPLE TOO!

TOP 20% PERFORMERS COMPARED WITH BOTTOM 20% PERFORMERS IN KEY METRICS

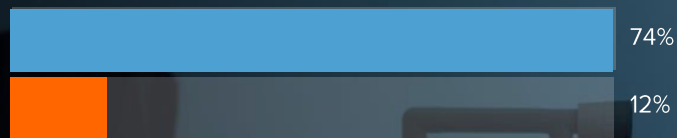
Average Gross Margin: 10 Points



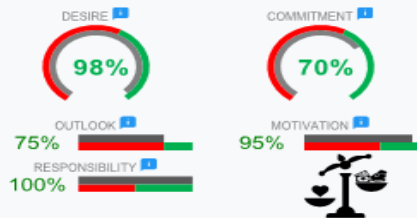
Customer Sales Retention: 1.9X



Share of Customer Wallet: 6.2X



The Will to Sell Competencies



Recommendation for an Interview

Worthy of Consideration 
Missing Client Requirements

MEETS OMG
CRITERIA



MEETS YOUR
CRITERIA



TAILORED FIT 

NOT
CONFIGURED

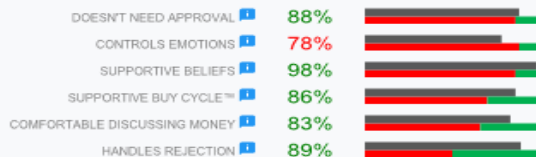
Development



Sales Percentile™



Sales DNA Competencies



Selling Competencies



Other Scores



THE 20TH CENTURY SALES REP'S FATE IF THEY DON'T ADAPT



Experiencing more **defections** than acquisitions

Continuing accounts **shrinking** more than growing

New Business is **lacking** and/or **shrinking company margins**

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got
questions?