

7 STEPS TO A 90 DAY INSIDE SALES TRANSFORMATION

Real Advice From The Experts

Step

1

FIGURE THINGS OUT FIRST

"The most critical things you need to do in your first 30 days as a new manager is to figure out what's going on, how things get done, what people think, why the organization is where it is."

David Brock, President, Partners In Excellence

PERFORM A GAP ANALYSIS

"If you can determine what that gap is between what you currently have and what you need for success in the first 90 days, you're in GREAT shape."

Jim Keenan, CEO/President, a Sales Guy

Step

2

Step

3

START LISTENING TO CALLS

"Your first month is observation time. Schedule ... call monitoring - for 20-30 minutes with each seller to set the stage that you monitoring and coaching."

Alice Kemper, President, Sales Training Consultants

IDENTIFY YOUR TOP PERFORMERS AND B& C PLAYERS

"Some C and B performers want to be a part of something greater than themselves and even greater than the individual accolades that A performers crave."

John M. O'Connor, Career Pro, Inc

Step

4

Step

5

SIMPLIFY - DON'T OVERCOMPLICATE

"Sales management is not as complex as we tend to make it. In reality, there is a handful of things that drives success in any given sales force."

Jason Jordan, Partner, Vantage Point Performance

COLLABORATE ON A SALES PLAYBOOK

"A playbook, or rules of engagement that shows a clear path for the team to reach and exceed their goals. Building this playbook should be a process which includes the team's input."

Paul Alves, CRO, QuotaFactory

Step

6

Step

7

RE-EVALUATE YOUR TARGET KPIs

"Whether you're the new head of sales or have been in the role for some time, you should evaluate your needs at least every year, preferably every six months...look at your target KPIs and work backwards from there to discover which technologies can help drive them."

Howard Brown, CEO & Founder, ringDNA