

# Executive Link

#1  
Sales Scenario

#2  
Differentiation

#3  
Evaluating Sales

#4  
Training

#5  
Competitive Sales

**ISSUE** Individual sales people are not achieving the level of success you feel they should. The only non-subjective measurement is an unqualified pipeline and the closed sales percentage. The people in question always have a promising story of revenue that should be realized very soon. You are not sure whether you should cut your losses and hire a new sales person or keep investing in the individuals who are not currently producing the revenue you need.



Manufacturing



Public Sector



Healthcare



Financial Services

**SOLUTION** Every organization hires a sales person from time to time that does not achieve the level of success they should. Most organizations at some point also let a person go that they wish they hadn't. You need to have multiple measurements to determine whether to continue to invest or to cut your losses. Holding on to an unproductive sales person costs you in lost opportunity, salary, expenses, and other employee costs. EXECUTIVE LINK offers management reports that give you another view into your sales team. You will see who is using the system, how long and how often they are seeking the valuable information EXECUTIVE LINK offers. If you find an individual continues to sell at the wrong level, sales continuously slip, they lose sales too often and they are not using the power of EXECUTIVE LINK, you will now have a quantifiable measurement to evaluate them with.

**WHILE ROI** will vary consider:

- ✓ How much are you paying your sales people? How valuable would it be to be able to make prudent hire/fire decisions in a much more timely fashion. \$\$\$\$\$\_\_\_\_\_
- ✓ Giving your team the tools they need to succeed in this economy will enhance their ability to sell cutting your turnover expense. Recruiting Expenses \$\$\$\$\$\_\_\_\_\_
- Cost of Open Territories \$\$\$\$\$\_\_\_\_\_
- Effect on Morale \$\$\$\$\$\_\_\_\_\_

## Sound Familiar?

Sales Person Not Producing →→ Excellent Pipeline →→ Promising Forecast →→ Sales Slip  
→→ Concern Arises →→ Indecision on What to Do →→ Valuable Time →→ \$ Lost

## Preferable

Sales Person Not Producing →→ Excellent Pipeline →→ Promising Forecast →→ Sales Slip  
→→ Look at EXECUTIVE LINK reports →→ An Exact Determination is Made on How To Move Forward

770.497.8572

www.salesbuilders.com