

# **Sales Greatness**

Increase predictability of Sales Results through best practices



**Dawning Truth**  
Live A Better Life

# The Ultimate in Performance



- **Formula 1 Acceleration**
  - 0 - 100 km/h in 1.7 seconds
  - 0 to 200 km/h in 3.8 seconds
  - 0 to 300 km/h in 8.6 seconds
- **BMW 320i Acceleration**
  - 0 to 100 km/h in 8.2 seconds

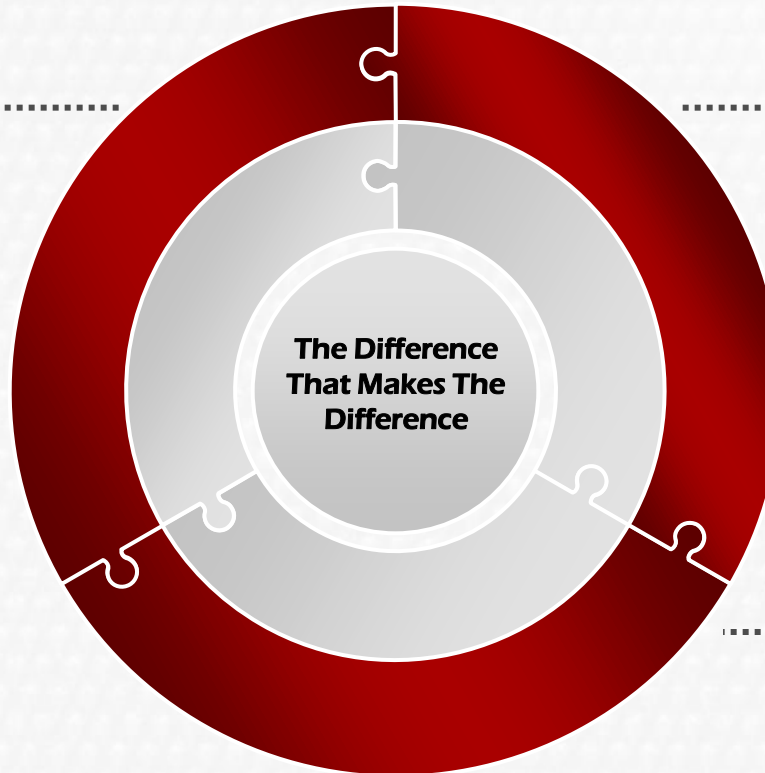
## **Performance achieved through:**

- Pushing the Envelope
- Teamwork
- Best Practices
- 1000's of micro improvements

# Why we can Assist You...

## Best Practices

- Chief Sales Officer (CSO) Insights
- IBM & Microsoft Sales Best Practices
- Sales Performance International
- Harvard Business Review Strategic Planning & Execution practices
- Greatness principles from the books: "The Inner Secrets of Greatness" and "Good to Great"
- Forrester Research



## Knowledge

David Lucas Trained in:

- IBM's Global Sales School
- IBM's Top Sales Talent
- Microsoft's MSSP Sales Process
- Microsoft's 2Win
- NLP Master Practitioner

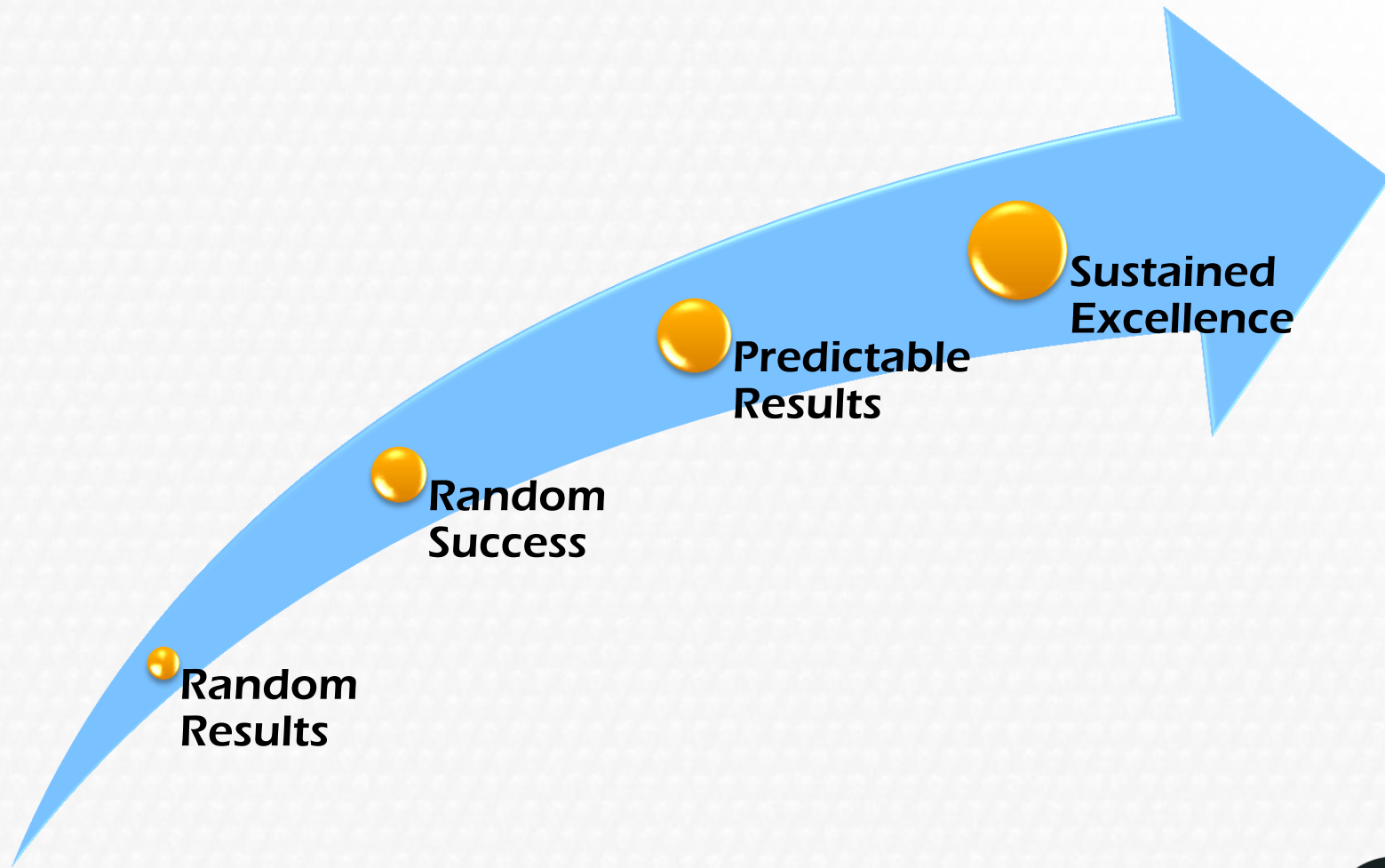
Author of:

- "The Inner Secrets of Greatness"

## Impact

- Leader in Peak Performance
- Online Websites 2 Million Visitors
- International Audience

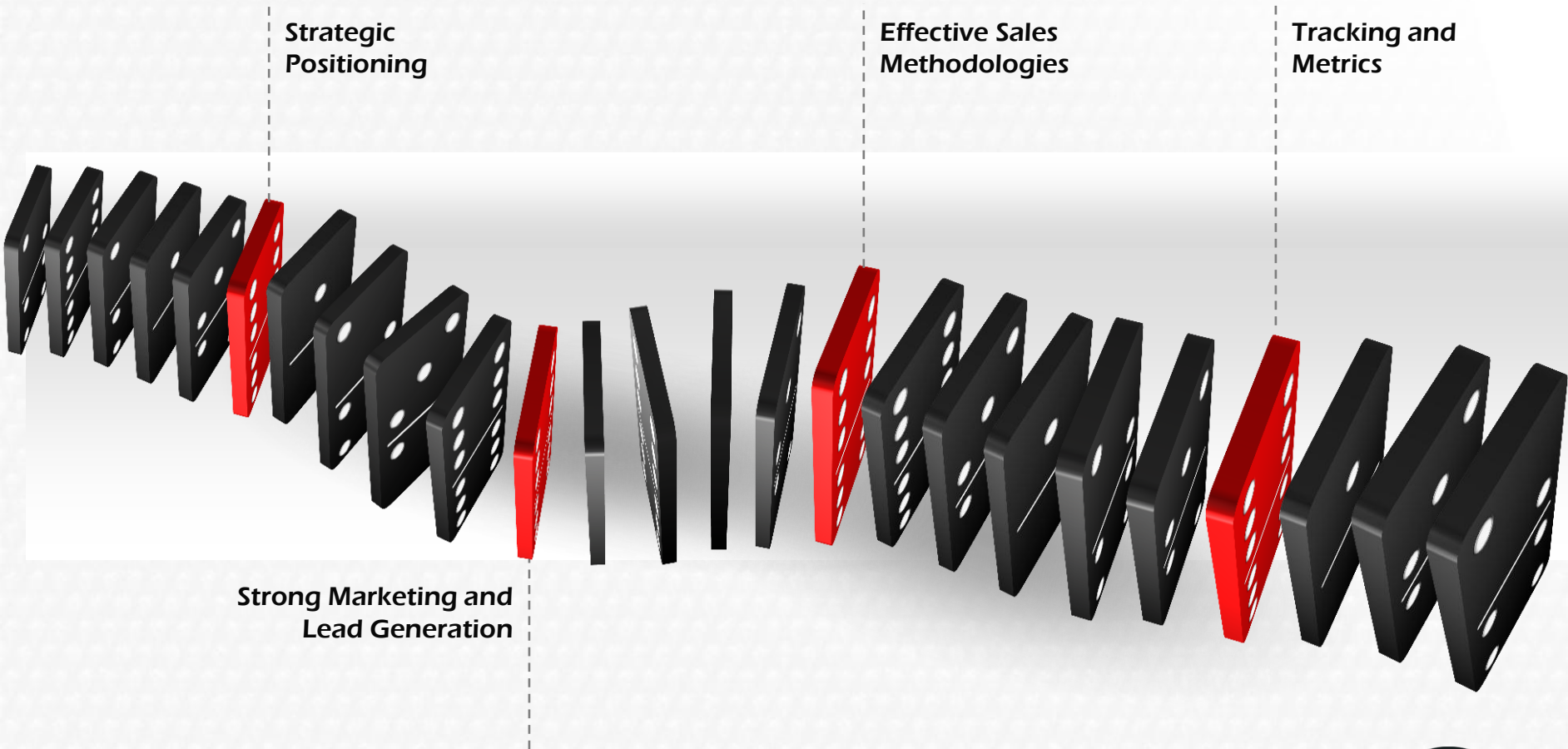
# Greatness Maturity Model





# Running a Sales Organisation is like Dominoes...

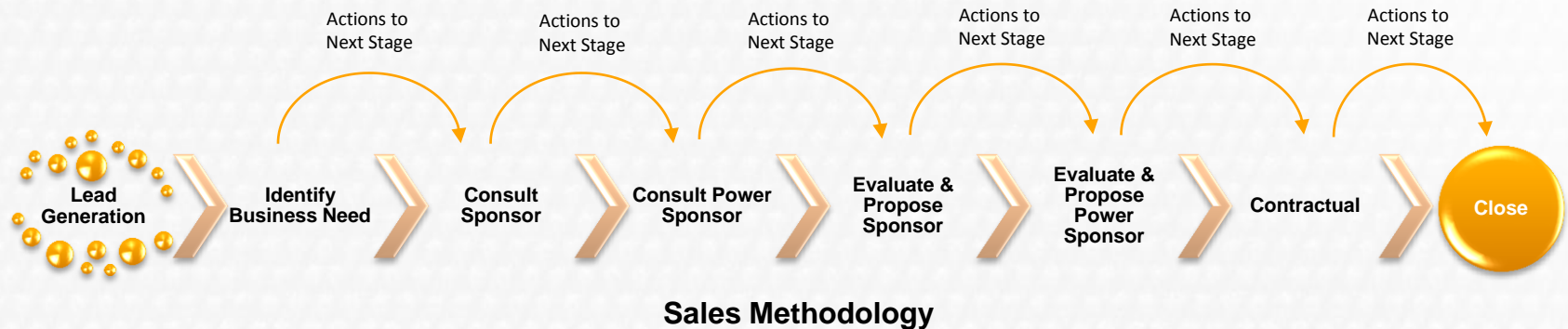
**Everything needs to be in place for Consistent Performance**



# It Begins with the Pipeline...

## Sales Coaching Relative to Actions to Next Stage

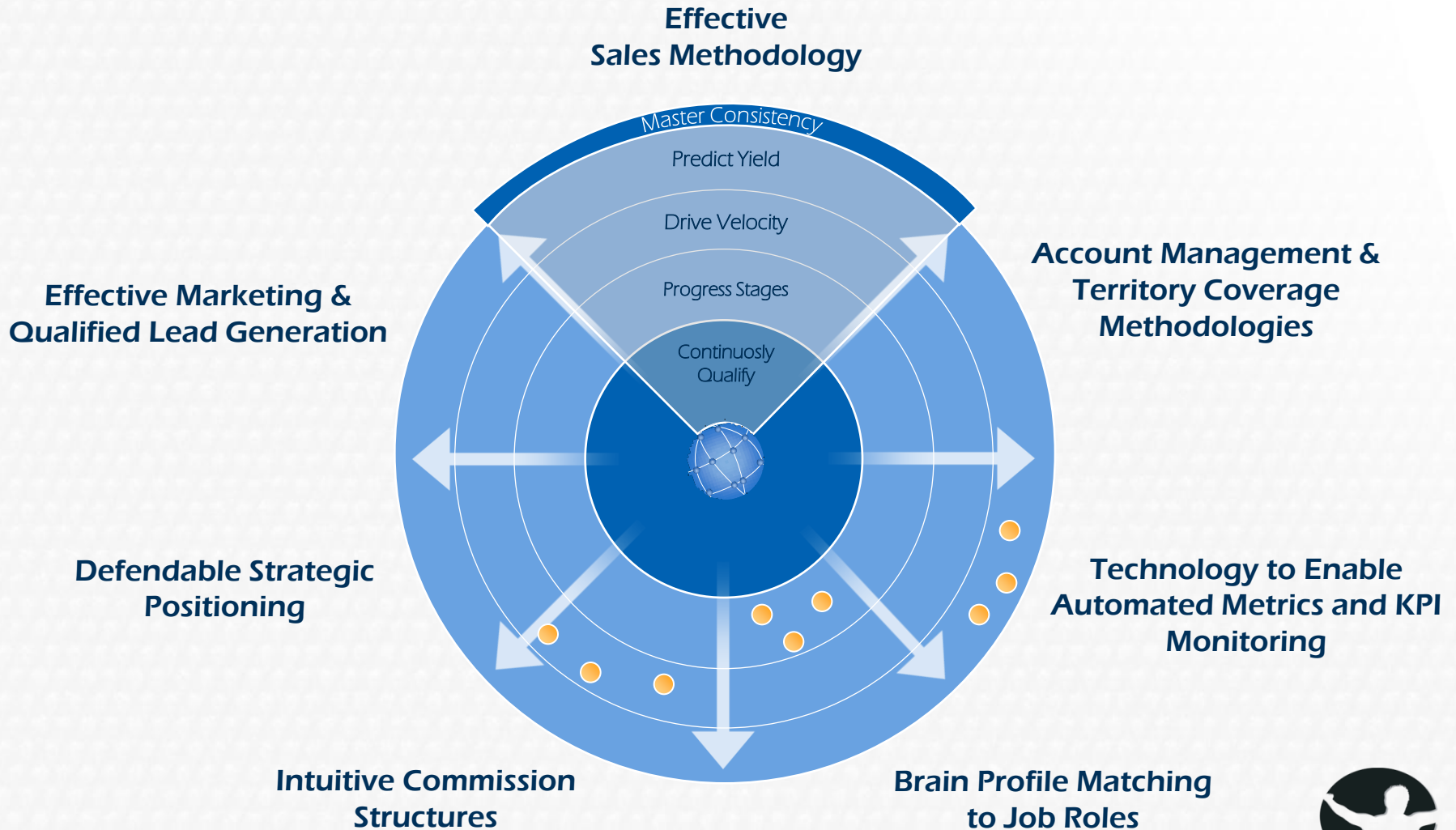
Best Practices Define Actions to Next Stage



CRM/BI on Sales Methodology

Sales Metrics Relative to Sales Methodology

# Best Practices Sales Ecosystem



# Our Consulting Methodology...



**Path to Greatness...**



# Step 1 Maturity Assessment

## Benchmarking Your Organisation vs. Sales Best Practices

Strategic Positioning

Weak/**Medium**/Strong

Marketing & Lead Gen

**Weak**/Medium/Strong

Sales Methodology

Weak/**Medium**/Strong

Account Management

Weak/Medium/**Strong**

Territory Coverage

Weak/**Medium**/Strong

Sales Technology

**Weak**/Medium/Strong

Metrics & KPI's

**Weak**/Medium/Strong

Comms Structures

Weak/Medium/**Strong**

### Assessment Summary

This organisation is highly effective at servicing their existing customers. However they will struggle to grow.

Further they are at risk of competition in the future due to average strategic positioning.

Organisation will have predictable success, but not sustained excellence.

