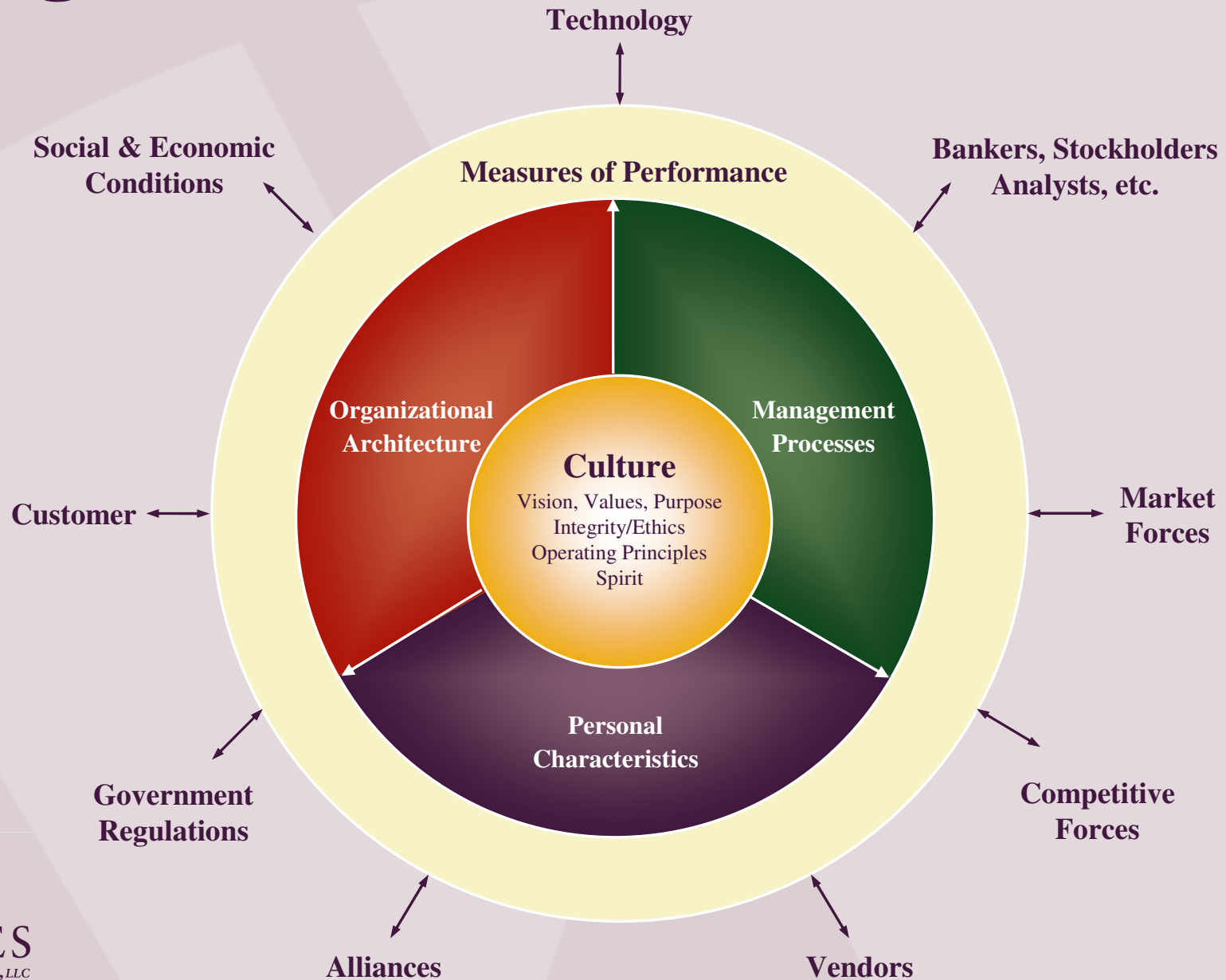


# Creating High Performance Sales Organizations

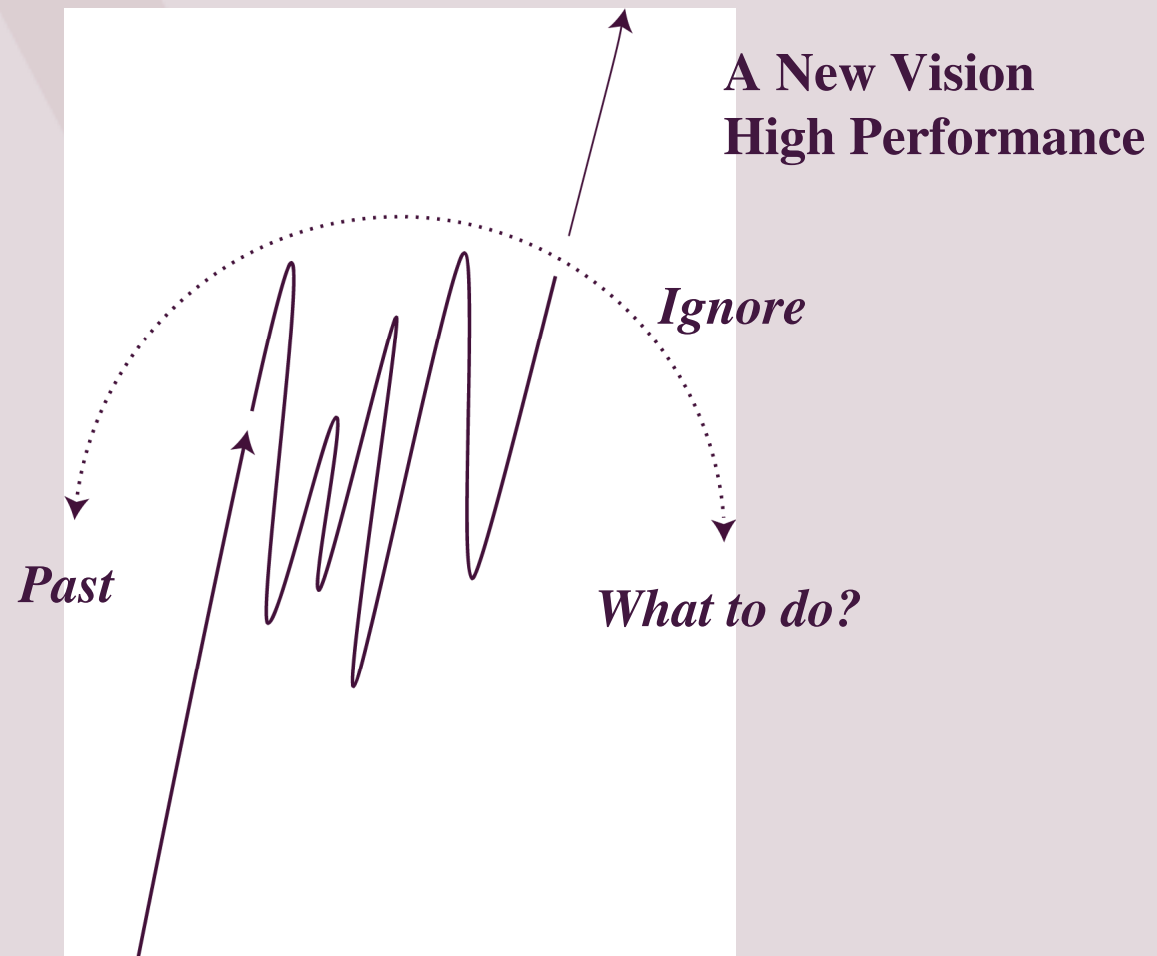


**WEEKES**  
*enterprises, LLC*

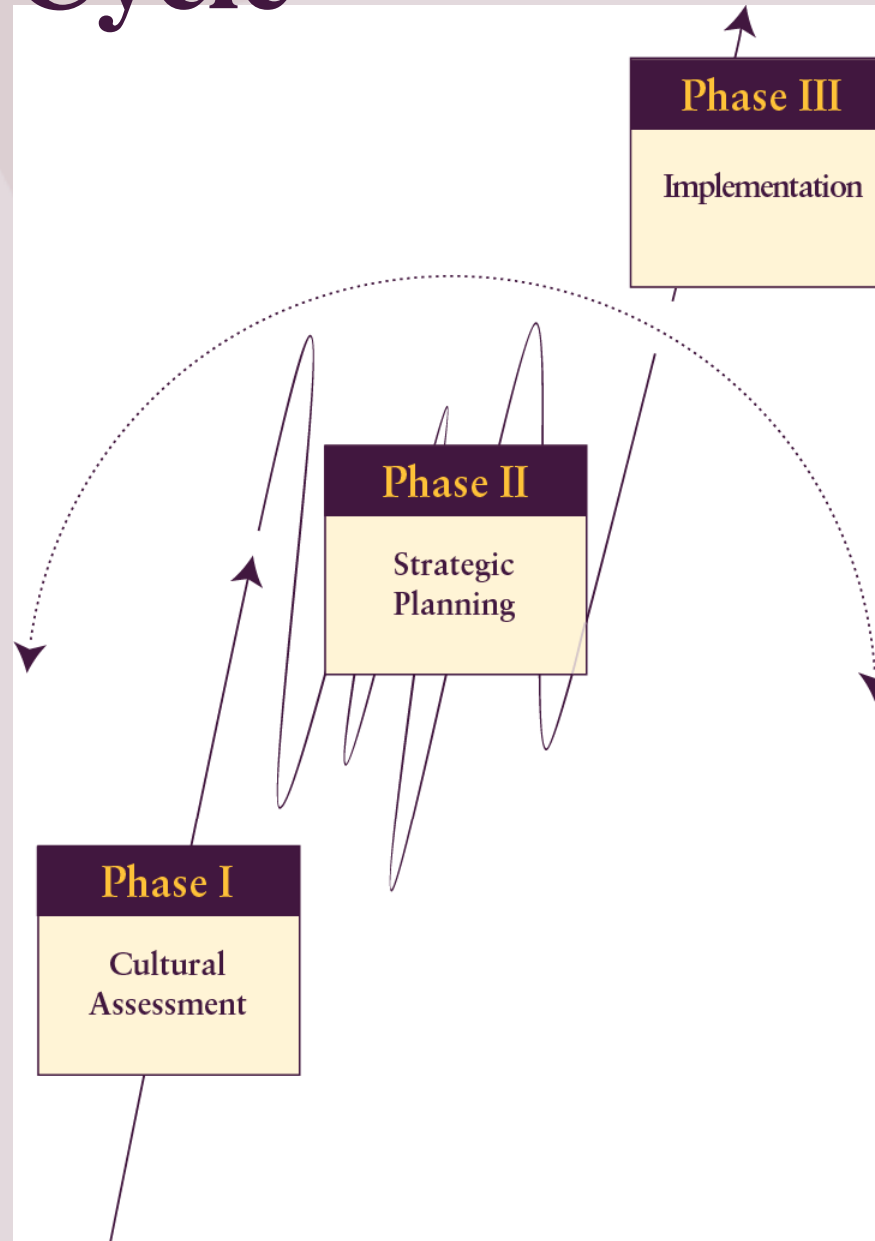
# Organizational Environment



# Business Cycle



# Business Cycle



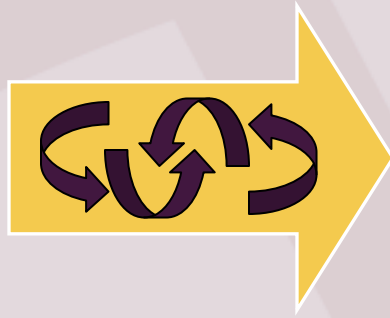
# Phase I: Cultural Assessment

**Purpose:** To obtain an accurate picture of cultural barriers and opportunities as part of a process to create high performance

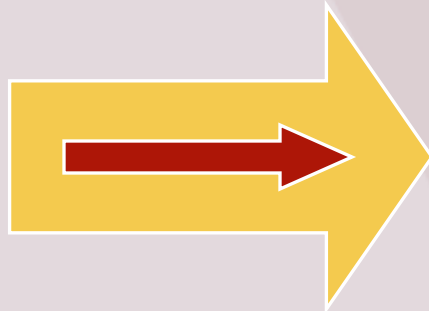
**Benefits:** Saves time and money in implementing improvements

**Goal:** The ultimate goal of sharpened and increased awareness is to map a course for attaining a High Performance Sales and Service Culture

# Phase II: Strategic Planning

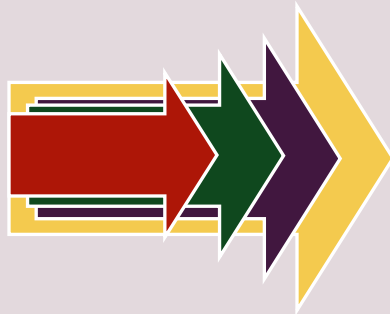


**Typical Organizational Culture**



**Agreement**

Problem: no diversity or creativity



**Alignment**

Vision, creativity, responsible culture, training programs, strategic initiatives, objectives, action, results, and value

# Phase II: Strategic Planning

## Vision Realization



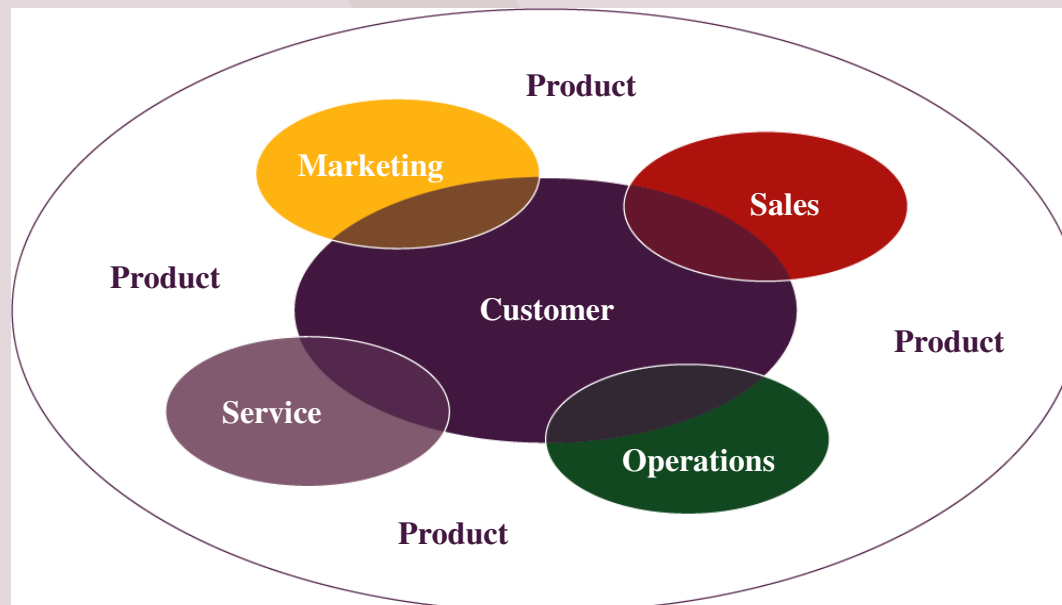
# Phase II: Strategic Planning

## Linear Sale

**SALES:** The act of acquiring new and keeping existing customers

### Sales Can Be Increased By Determining...

- Who talks to the customer when...
- What types of sales need to be emphasized...
- The sales sequence...



# Phase II: Strategic Planning

## Defining Metrics, Sales Channel Management

What channel mix is most profitable?

What channel mix offers the greatest opportunity?

What channel mix creates the best operational efficiency?

|                   | Direct          | Indirect          |
|-------------------|-----------------|-------------------|
| New Business      | Direct New      | Indirect New      |
| Existing Business | Direct Existing | Indirect Existing |

# Phase II: Strategic Planning

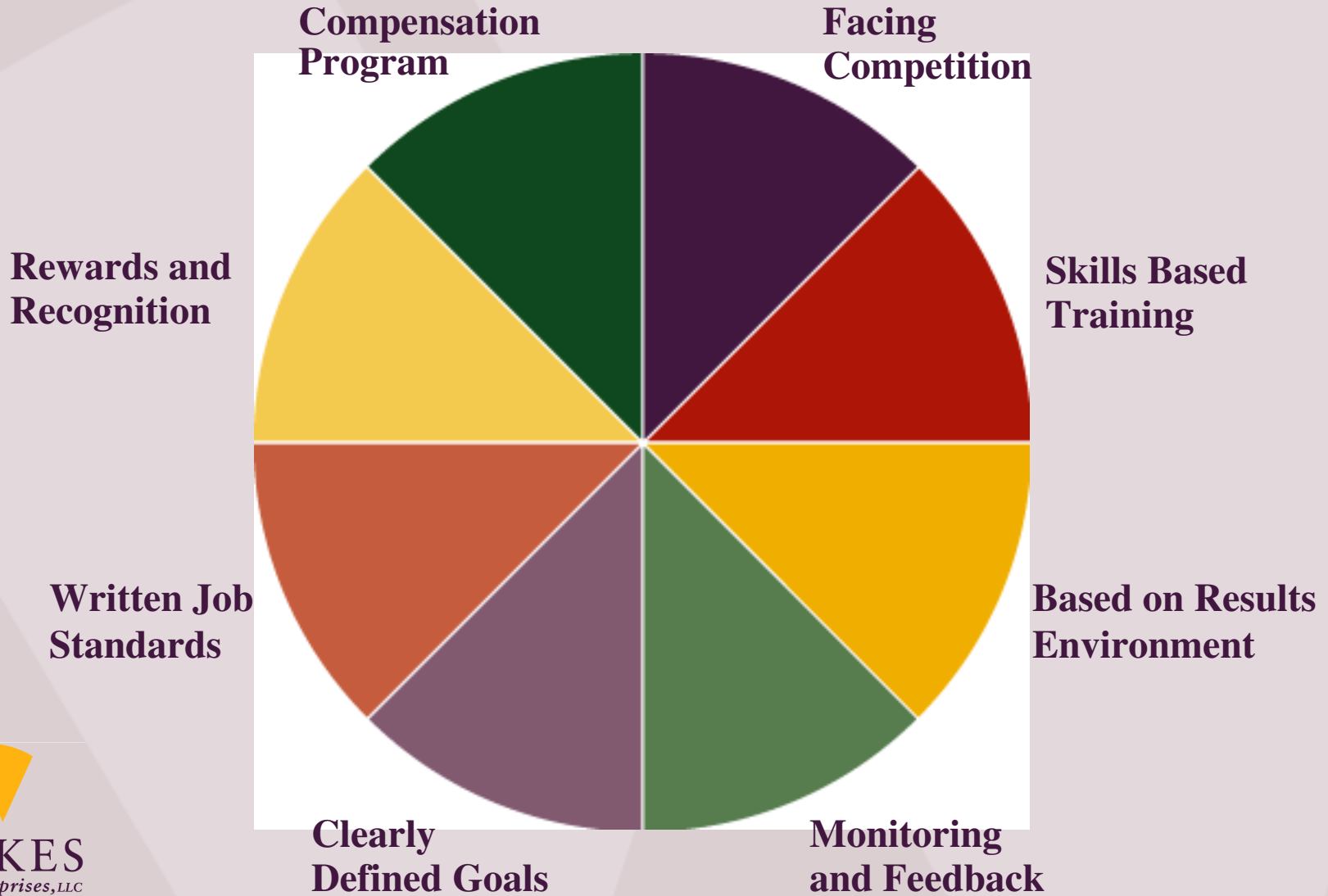
## Creating the Sales Culture



**CULTURE**

- **Values**
  - Selling is part of providing excellent service
  - Selling is both acquisition and retention
  - Everyone is responsible for sales
- **Vision**
  - *Sales Wheel*

# Sales Wheel



# Phase III: Implementation

## A Large Communication Company Example

