

# Salesperson of the Future

Peter Winters

Session # 22

*Track: Sales/Marketing*

Thursday, February 25

1:00 - 2:30

B117

Expo & Conference  
February 25-27, 2010  
Miami Beach, FL  
[www.GOA2010.com](http://www.GOA2010.com)



## Salesperson of the Future

Session 22 1:00 – 2:30  
Thursday 2/25/10

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## Definition: Successful MSP

1. % of net new calls with a senior marketing executive
2. % of times you're able to develop exclusivity within the first conversation
3. % of proposals you write that turn into closed deals
4. % of time you
  - Can get paid for strategy in advance of production
  - You're the only one considered in the production cycle
  - In some circumstances can get paid a % of the results

Room caucus?

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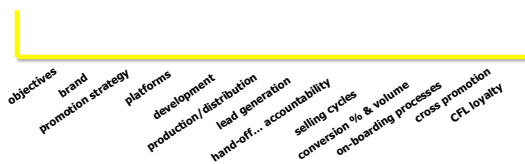
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CMO's have a broad reach beyond ink on paper



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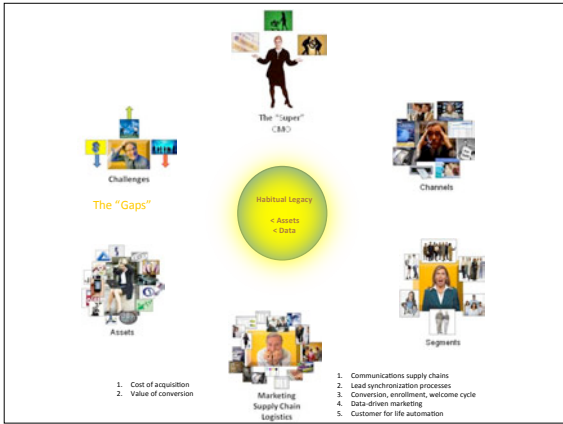
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### What you might be selling in this new model

- Customer centric marketing (they usually "mass market")
- Boost instances of two way communications (VOC)
- Increased ability to proactively-react relevantly thereby boosting marketing ROI (it's a statistical fact)
- Being able to integrate across multiple media platforms
- Being able to better synchronize efforts between business units (e.g. sales & marketing)
- Helping them gain increased measurement abilities
- Optimization (we know it as streamlined logistics; for them it includes process, manpower, budgets, efforts as above, results, accountability)
- Strategies for "how to get there"
- Execution/implementation support
- Technology
- Production/distribution
- Measurement/support in refinement
- What we sometimes call it
  - Assets
  - Data
  - PURL's
  - 1:1
  - Digital Storefronts
  - Campaign manager
  - Collateral customization

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### Variations in Deals

- Publishing House
- Financial Services- with independent agents
- Health Care Insurance Provider

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**Common Denominators-**  
**with advanced deals closed**

- method of approach  
- sophistication of selling style

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**Recommendation:**

- Start off with 1-3 including yourself
- Make some progress with- “tip of the spear”
- Bring everybody forward within 4-6 months
  - Even if some of them remain table-setters

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**Business Transformation Plan**

- Executive awareness and orientation
- Brand development
- Account assessment
- Sales staff selection
- Research training
- Promotions and approach strategies (“getting in the door”)
- The discovery sales process
- Shortening the selling cycle
- The “Strike Team” (implementation support)
- Compensation strategies
- Technology best practices
- Executive leadership- the company “Idea Bank”

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### Example of CMO Facing Brand Positioning



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### Good MSP URL's

- <http://www.reynoldsdewalt.com/>
- <http://www.ibsframework.com/>
- <http://www.harte-hanks.com/>
- <http://www.nimblefish.com/>
- <http://www.veracentra.com/>
- <http://www.1-to-you.com/>
- <http://www.bopi.com>

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### Research- Prepping for MSP Sales

- Vertical Index
- Website
- Hoovers or "The List"
- Annual Reports (letter from President)
- EDGAR Reports <http://www.sec.gov/edgar.shtml>
  - Click on "search for company, first bullet: "co. name", type name, choose most logical choice, click on latest 10Q.
  - Management's Discussion & Analysis of Financial Conditions & Results of Operations
- Google Searches
- Market Segments Served
- Sales Channels
- Locations
- Collateral Review (how & who do they communicate with)
- Shopping the Experience
- Social Marketing
- Press Releases: news.search.yahoo.com and news.google.com
- Executive Searches

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## Approach & Selling

- Overview for now
- Finite details in session # 58 Friday at 1:00

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## Implementation Strike Team

- Rainmakers generally speaking do not "farm the business" after it's been landed
- High-end CSR's - savvy enough to know when to alert the Rainmaker to come back in to the process
- Table setters/opportunity spotters/may be participating in the team sell but not the lead chair...
- Researchers
- Rainmakers
- Demonstrators
- Project Managers
- Marketing Strategists
- Creative Executives
- Copywriters
- Data Analytics Experts
- Technology Implementers
- Trainers
- High-end CSR's

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## Compensation Strategies (Concepts)

- Team selling environment (perhaps)
- Pioneers (economic stimulus packages)
  - Machetes vs. Lamborghinis
- Future- declining scale
- Then; salary + finders fee + declining scales
- Value added compensation
- Super CSR teams

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## Technology- Separating Good from Great

- All the typical bells and whistles (commodity today)
- Data warehousing, custom segmentation, lookup
- Platform integration (including 3<sup>rd</sup> party API calls)
- Social media structures
- Marketing Dashboards- the CMO's top "wish list"
- Proven implementation support personnel and processes

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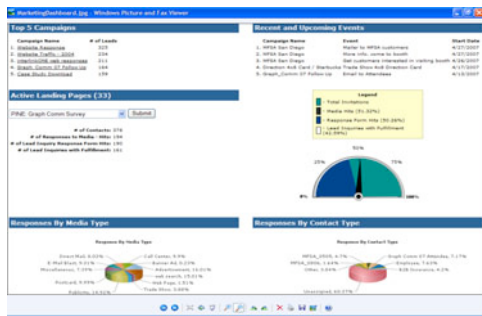
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## Marketing Dashboards




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## Sales Call "Discovery" Template

<b>Objectives / Goals</b> <ul style="list-style-type: none"> <li>• Acquisition</li> <li>• Retention</li> <li>• Cross Promotion</li> <li>• CPL Initiatives</li> </ul>		<b>Business Units/Channels</b> <ul style="list-style-type: none"> <li>• Upcoming Promotions</li> <li>• New Initiatives</li> </ul>	
<b>Workflow - VOC, lead, reach (media &amp; social), welcome, data, CPL</b>			
<b>Platforms</b>	<b>Process &amp; Logistics</b> <ul style="list-style-type: none"> <li>• Acq - People - Edm</li> </ul>	<b>Results / Measurement</b> <ul style="list-style-type: none"> <li>• \$ Acquisition Cost</li> <li>• \$ Value Derived</li> </ul>	
<b>Emerging Opportunities/Challenges /Wish List</b>		<b>Agreement: Objectives-Follow Through</b>	

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## Sales Staff Selection

- Audience opinion- “degree of difficulty”?
- National average for “crossing the chasm”
- Rainmaker trainees
- Table setters
- Team selling experiences?

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## Business Transformation Plan

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- Shortening the selling cycle
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## Benefits to Developing “The Next Generation” of Super Salesperson

- Exclusivity
- Profits
- Volume
- > Commissions or Equity!
- Relevancy for the Future of “Print”

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## What Winters Group does...

“MSP” Transformation Coaching Services

- Business Plan Workshops
- Sales & Marketing Execution
- Live Performance- “in the field with you & CMO’s”
- Peer Group Webinars (via subscription)
  
- Would welcome international opportunities

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## Q & A + Contact Information

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[www.wintersmg.com](http://www.wintersmg.com)

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