

**MEDIOCRACY IS
ROBBING YOU
\$\$ OF PROFIT \$\$**



**HOW TO ACHIEVE
SALES EXCELLENCE**

KEN CHEO

Introduction

A Willingness to Compromise is a Willingness to be Mediocre



“Our goal is to increase sales by 15% and increase our net profit by 10%” says John, the Vice President of Sales for On-Time Manufacturing Corp. “We grew by 10% last year. but our net profit decreased by 5%.” “We added some new accounts but lost one longstanding client due to an acquisition.” “Our first quarter results are 15% ahead of last year.”

“That’s great, so what’s your concern?” “Well, Tony is way ahead of the others and I am not worried about him. Steve and Dan have been with us for over 20 years and have lots of contacts.” “Steve is like a bull in a china shop. He is all over the place and quoting a lot. I think I can get a lot more out of him if I can get him to focus and close more of the stuff in his pipeline.” “I don’t think I can change Dan. He just calls on the same people day in and day out. He’s behind on his quota and keeps talking about the same projects that just never seem to close.” “I am not breaking even on Derek. He has been here a year. I don’t want to give up on him but I really don’t know what to do about it. We had another like that and I had to get rid of him. He just didn’t seem to have the fire. Derek is doing a lot of the right things just not getting enough traction.” “I’m also still concerned about the bottom line. Even with the economy being strong there is a lot of competition.”

If you look at any sales force you’d find they break down in a similar way. No one hires salespeople expecting poor or mediocre results yet business owners and sales managers accept and plan around this kind of performance. They end up wasting time recruiting and training new hires and having to get rid of non-performers. Turnover can be a six-figure mistake and when a top producer is expected to bring in \$2 million in revenue, that is the real cost. Regardless of how you justify anything less, the costs come right out of your pocket.



Are you ready to read more?

Email KCheo@OurSalesCoach.com and we will send you the eBook.

At Our Sales Coach we work with sales teams at manufacturing firms and guarantee their sales goals. We will help you develop a sales strategy and execute a sales process that makes sense for your target market and provide coaching and training that ensures success.

Contact us today for more ways we can help you exceed expectations for growth

Our Sales Coach

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Mediocracy is Robbing You of Profits and What to Do About It