



# Multiply Sales Performance

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

Our unique combination of experience, coaching and technology permanently revolutionizes your sales force.



# The Secret to Sales Success

The secret to building the best sales force in the world is investing in your front-line sales managers. When they are effective leaders, you get consistent, predictable sales growth. Farsyte coaches work with your high-potential sales managers to unlock their leadership potential and empower their teams.

In most companies, sales managers are individual contributors who were promoted because of stellar personal records. But now as managers, they need to consistently obtain that performance from others. Unfortunately, they tend to solve problems the way they always have: by jumping in on the call and closing the deal themselves. Instead of multiplying the effectiveness of their sales people, they undermine their confidence while becoming a bottleneck.

In order to really unlock the performance of your sales organization, you need to change the behavior of your front-line managers. But implementing behavior change isn't easy, as anyone who has ever tried to lose weight, stop smoking or get into better physical shape can tell you. Simply knowing what to do isn't enough.

## **Proven Methodology**

Our process for effecting behavioral change is rooted in the transtheoretical model, using a psychometrically-validated assessment that establishes a definitive link between what is being measured and what is required on the job.

## **Experienced Coaches**

We're a team of seasoned sales leaders with real P&L experience. In addition, we are ICF-certified executive coaches who are trained to get the best performance from others, and teach them how to do the same. Most importantly, we have a proven process that combines 360-degree assessment tools, one-on-one executive coaching and mobile apps.

## **Measurable ROI**

Unlike traditional sales training programs, measuring results is an integral part of our system, ensuring a positive ROI on the investment you make in your front-line sales leaders. We begin with a 360-degree assessment of the sales manager, then we follow-up with another assessment after the program.

The business benefits of implementing behavior change in these managers are undeniable, with some studies showing an ROI of 5 to 7 times the investment through improvements in personnel retention, job performance, leadership and communication style, making the entire team more productive.

If you had the **best** sales leaders, you would have the **best** sales force.

## Our Process

Sales is the lifeblood of your organization. But most of the performance is locked up in high-potential sales *managers* who should be high-performance sales *leaders*.

### **Enlighten**

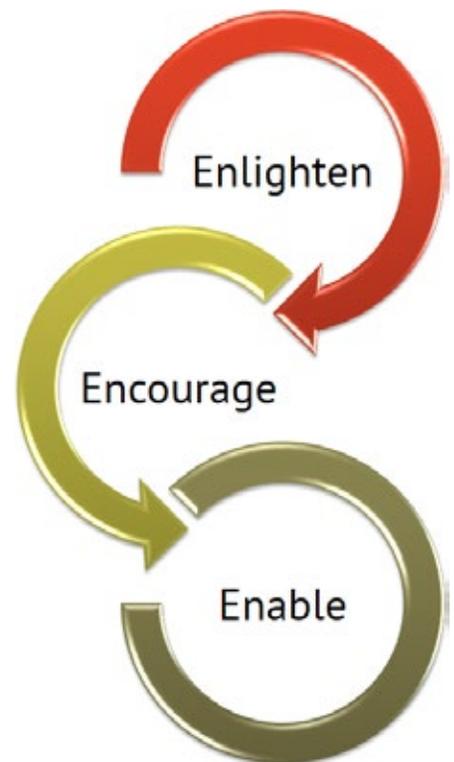
People only change for a good reason. That's why we begin with a comprehensive 360-degree assessment of your front-line sales manager's performance. Our powerful Sales Manager 360 tool solicits input from managers, direct reports, and peers.

### **Encourage**

After the assesment, one of ourICF-certified coaches will conduct a motivational interview with the sales manager to review the results of the assessment and give them a view of the world that they have simply never had before. We'll work with them to develop an action plan for improving performance in the areas that matter most.

### **Enable**

Weekly coaching sessions and our mobile app will help the manager stay focused and on track until new behaviors become second nature. A 90-day ROI assessment will prove the impact, although everyone will see the difference in the first few weeks.





25%

Sales force attrition is 25% annually, at a cost of \$500k to \$1M each.

Sales force attrition has a near 50/50 split between voluntary departures – those sales reps you don't want to lose – and involuntary dismissals. The #1 reason cited for leaving is dissatisfaction with their manager.

\$20 B

Corporations spend around \$20 billion per year on sales training. In spite of that, aggregate metrics for sales effectiveness have been declining for a over a decade.

What's astonishing is that the majority of all sales training initiatives are not associated with metrics that allow sales executives to accurately assess the ROI of their sales training investment.

2:1

The ratio by which a top sales producer outperforms an average producer.

Top sales producers outperform average producers by 2:1, and low producers by 10:1. That's the kind of improvement you can expect by investing in your people.



## Which competency will you create your first goal for?

Now that you've told us which competencies are important to you, we've prepared a summary of your 360 degree feedback data below so you can narrow it down even further.

The competencies where your score scale ranges from 7 (highest)

### Create a Goal For : Listening

We have a few suggested goals below. If you pick one of these you'll have the opportunity to edit the goal before you save it. If you don't like any of the suggested goals you can set your own goal instead.

#### Choose a suggested goal:

Decrease Frequency of Interrupting Others

Use This Goal

Develop a High Level of Active Listening Skills

Use This Goal

Demonstrate My Undivided Attention

Use This Goal

Decrease My Judgments of People Who Are Speaking

Use This Goal

Eliminate Being a "Mind Reader" While Listening to Others

Use This Goal

I don't like any of these suggested goals, I'll set my own

#### Self-Development

Manages one's own time and performance.

#### Self-Control

Manages and controls emotions, patience, rarely overreacts.

#### Listening

Listens attentively and understands others.

# Coaching is Key

The job of an effective sales manager is to build a team that out-behaves the competition. But changing behavior is hard to do. Whether it's a new golf swing or a better closing tactic, a new skill feels awkward and uncomfortable at first, and it doesn't bring instant results. This period, called the "incorporation lag," is a bad time for most people. Often, they abandon the new behavior and relapse to their old ways.

However, if the learner continues with the new behavior, the skill feels more and more natural and begins to result in better performance as they begin to properly apply it. Training alone is not enough. You need to follow-up the learning with consistent coaching and feedback to affect the behavior.

Farsyte's ICF certified coaches are like personal trainers, working with your high-potential sales managers to unlock their potential to be great sales leaders. We teach them how to build coaching and performance improvement into their organizations and we coach them through the process.

"What's astonishing is that the majority of all sales training initiatives are not associated with the metrics that allow sales executives to accurately assess the ROI of their sales training investment," according to the American Society of Training and Development. "The typical measurement of sales training effectiveness consists of counting 'butts in seats and smiley sheets.' For this reason, CFOs tend to cut sales-training budgets during an economic downturn."

Pairing coaching with training not only makes the lessons stick, but provides you a ready set of metrics to demonstrate the effectiveness of your training programs.

## Sales Manager View 360

Sales Manager View 360 is a comprehensive 360-degree feedback tool for rigorous, in-depth measurement of the strengths and developmental needs related to effective sales leadership. This psychometrically-validated assessment is the result of extensive interviews and research by Dr. Ken Nowack on the talents needed for success in frontline managerial and supervisor positions. Its extensive competency model continues to be popular worldwide over 30 years after its introduction.

Sales Manager View 360 covers fifteen areas of competency:

### Intrapersonal Leadership

- Managing Self
- Adaptability/Resilience
- Engenders Trust

### Interpersonal Leadership

- Emotional Intelligence
- Communication
- Sales Team Empowerment
- Sales Leadership
- Coaching and Mentoring
- Sales Team Development
- Performance Management

### Strategic Problem Solving

- Drive for Results
- Business Savvy
- Strategic Problem Solving
- Customer Focus
- Sales Planning/Territory Management



# Stay in Touch

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"We've got to put a lot of money into changing behavior." - Bill Gates