



LandslideTM
SALES WORKSTYLE MANAGEMENT

B-to-B Selling, the Internet and Automation

Our Collective Challenge with B-to-B Selling

- 13% of all salespeople produce 87% of all revenue in corporate America.
- 25% of salespeople don't generate enough revenue to cover their expense load on the business.
- 40% of salespeople lose/leave their jobs every year.
- Less than 10% of all deals close as forecasted.
- More than 50% of all salespeople fail to meet/exceed quota.

Sources: Sales Benchmark Index (www.salesbenchmarkindex.com)
CSO Insights - 2008 Sales Performance Report (www.csoinsights.com)

Why is this so hard?

- Of the 4000+ colleges and universities in the U.S., only 36 offer formal curriculum in sales and/or sales management, yet over 50% of bachelor degree earners have held/currently hold / will hold a sales position!
- No agreement on a common definition of selling.
- We're trying to institutionalize a soft skill.
- The Internet...

The Internet compounds sales challenges

- All options are instantly transparent and well known.
- Commodization creep...
- The buyer is infinitely more informed before the first discussion with a salesperson ever takes place.
- Social media, blogs, forums, wikis, etc. all affect buyer / seller interactions throughout entire sales cycle.

Why focus on improving your sales effectiveness?

- Turnover is *REALLY* expensive.
- More often than not, small performance improvements produce significant results.
- Can turn how you sell into a competitive advantage.

Best-practice approach

- Institute formal assessments into your hiring practices and ongoing sales team management.
- Identify and institute a formal sales process that's specific to your business and train/manage to it.
- Build your sales process and management methodology on outcome, not activity, based measurements.
- Institute forward looking sales key performance indicators.
- Automate for efficiency and effectiveness.

Sales Process Prowess

Climbing the arrow leads to better sales predictability & consistency.

Trusted Advisor				
Strategic Contributor				
Solution Provider				
Preferred Supplier				
Approved Vendor				
	Ad Hoc Sales Process No standard.	Tribal Wisdom Expect a process to be followed but not monitored or measured.	Formal Sales Process Enforce but backward monitoring.	Dynamic Sales Process Dynamically monitor with active feedback.

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Impact of a formal sales process on performance

- More reps making quota
- Higher conversion rates through sales process
- Higher win rates / lower no decisions
- Less sales rep turnover

Source: CSO Insights - 2008 Sales Performance Report (www.csoinsights.com)

(Engage in a 20 minute discovery call with Landslide and we'll send you this report.)

CRM / SFA system - a Crummy Rotten Mistake or a Sales Enabler?



Leap of Faith



Efficiency gains aren't enough! Your CRM/SFA system should help your salespeople sell and be more productive!

Automate to track, manage *and enable* more productive and effective selling!

Choose tools that affect and impact quality of end-to-end sales engagement.

Landslide™

Register an Opportunity

Convert an Opportunity into a Deal

SALE

How Big Is It

Who Is Working On It

When Is It Closing

What To Do Next

What Conversations To Have

Where Is The Buyer In The Buying Process

Provides The Shortest Path To Closing The Deal

Provides the best process to close the deal.

Provides conversation guides and effective sales tools.

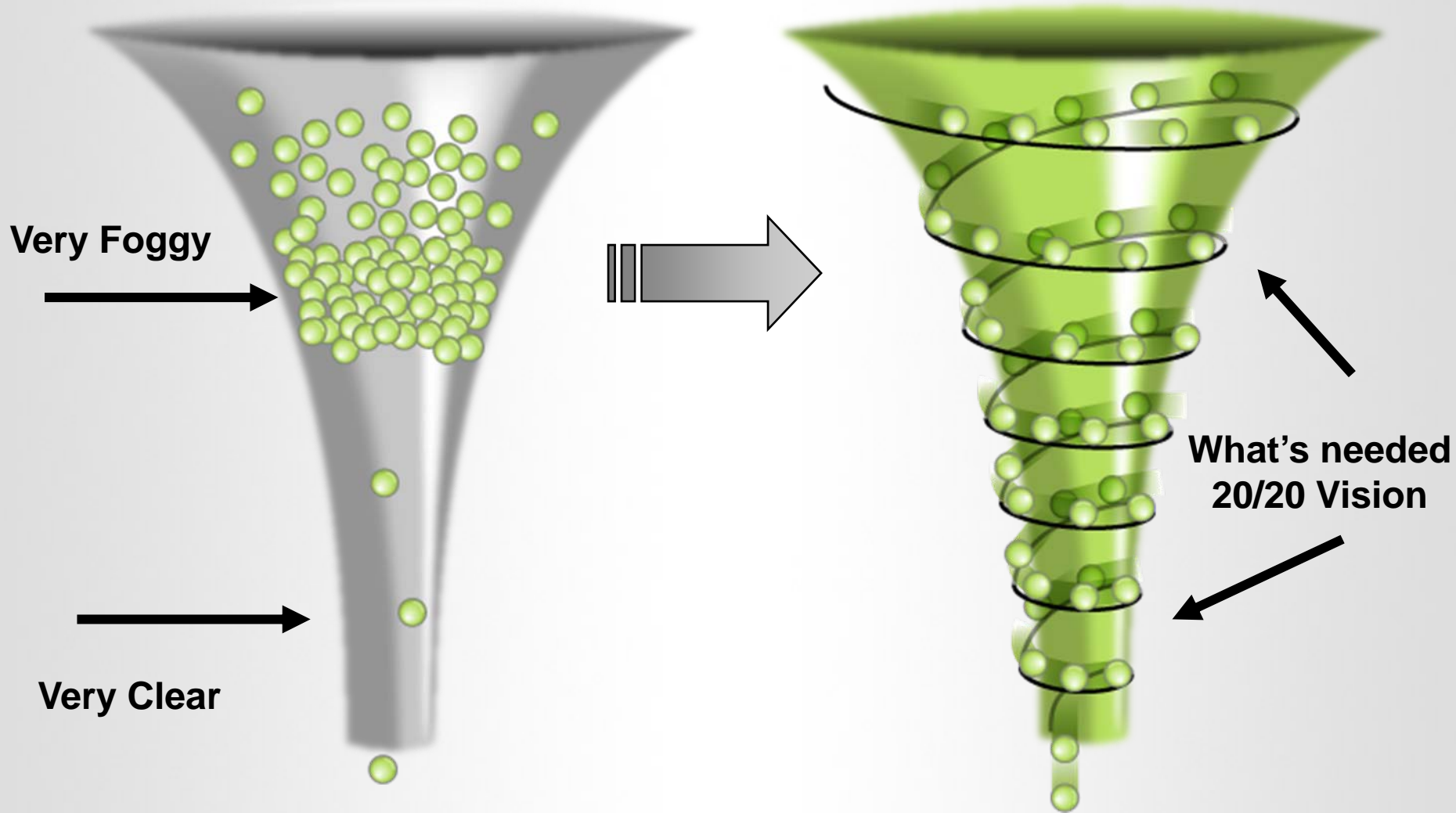
Provides interactive tools to engage buyers.

Process, Tools, iO Channel and VIP Services.

Sales Enablement CRM/SFA System Requirements

- Must codify your company's specific sales process.
- Must provide just-in-time, opportunity-specific use of your best-practice sales resources and job aids.
- Must improve how salespeople communicate and collaborate with buyers.
- Must not burden salespeople with all data entry / upkeep chores.
- Must eliminate opinion-based deal status and forecasting.

Should bring visibility to pipeline shape and velocity



Thanks & Great Selling!

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“On behalf of all of the sales professionals out there we’d like to say **WOW!** Finally, someone has created a solution for sales teams that focuses on **helping sales people close more deals**, not just on data collection and maintenance. We’ve never seen such a **clever combination of technology and complementary support services** so geared to making sales professionals more effective and efficient.”

Jim Berkowitz, CRM Mastery