

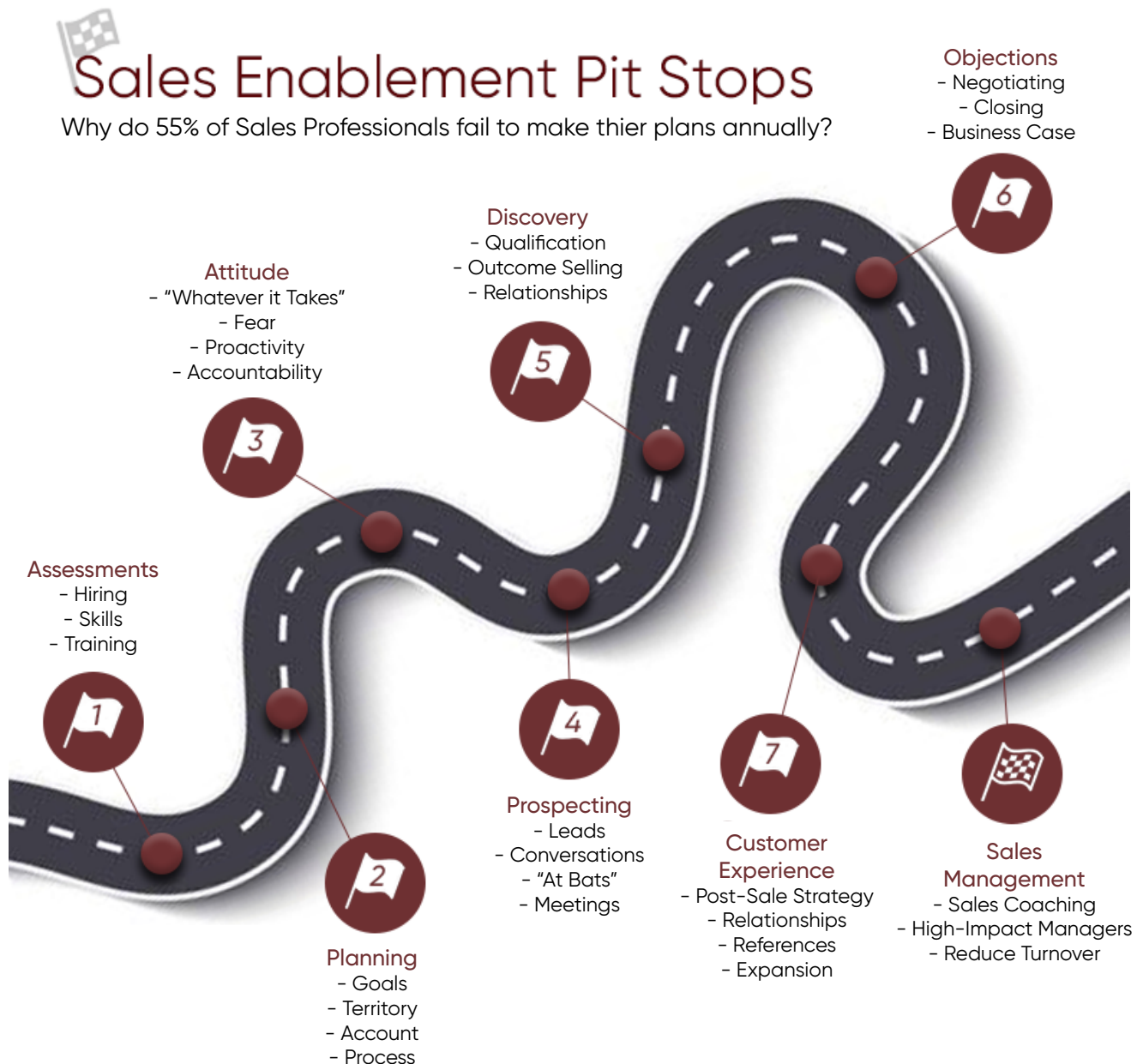
Sales Enablement

If you or your sales organizations are being held back, you may not be alone.

According to recent reports from both Forbes and Forrester, sales organizations today are not hitting their quotas. In fact, **fewer than 70% of sales people are achieving their desired monthly quota** - an alarming number in today's competitive environment.

So what can be done? Why are so many sales professionals missing the mark and how can the problem be fixed?

Enter Fast Lane's Sales Enablement Roadmap:



PIT STOP DETAILS

1. ASSESSMENTS

Pit Stop #1 of your Sales Enablement journey must include evaluating your current sales team and figuring out how (or if) it needs to be augmented and adjusted. The Fast Lane Sales Enablement Roadmap methodology ensures you hire the right sales representatives and avoid hiring and/or keeping the wrong ones. This methodology has been used with over 19 million salespeople and is regarded as the most accurate determinant of sales success of any assessment tool.

Assessments also help you define benchmarks for success amongst your sales staff. Benchmarking your sales goals helps determine individual progression plans and makes sure your staff is on the same page regarding end goals. Training each sales representative the same way can lead to wasted time, money and resources; our custom Assessments help reduce the risk, while still ensuring success.

2. PLANNING

Your sales team (Channel Partners, Account Managers, etc.) could have 30+ accounts or an entire territory assigned individually. How are these prioritized?

67% of all lost deals were never qualified in the first place. The average salesperson loses 10 - 13 work weeks per year chasing unqualified opportunities. Plan and prioritize your targeted accounts more effectively using our Sales Enablement Roadmap, ensuring they are getting the care and attention needed to increase your chances of closing.

3. ATTITUDE

Confidence. It is the lifeblood of a good salesperson and without it they cannot prospect, ask questions or, most importantly, close deals. An unsure and insecure salesperson will have difficulties selling the most lucrative of offerings.

The good news? Confidence is a learned emotion and a skillset that can always be improved. Pit Stop #3 focuses on building a confident attitude in your sales staff, allowing them to improve their messaging and increase their ability to sell.

The more confidence and energy your sales staff displays, the better relationships are built and the more valuable they become to your overall team goals.

PIT STOP DETAILS

4. PROSPECTING

Most salespeople think the traditional “prospecting” approach no longer works. There is too much focus on personal details, company history, and value props and not enough focus on key, proven conversation starters designed to book more meetings.

Salespeople need to avoid the urge to switch to social selling and email conversations. Instead, sellers and channel representatives can learn our **four proven conversation starters** and increase their bookings by 3 - 10x. One of the most important selling metrics today is the number of quality, live conversations your sellers are having. If that number is too low, they will consistently struggle to make their plan.

5. DISCOVERY

Few steps along the Fast Lane Sales Enablement Roadmap are as critical as the Discovery stage - and 90% of salespeople get it wrong. Why? It's as simple as knowing what questions to ask and which to avoid.

Our Sales Enablement Roadmap features **five distinct questions** that all salespeople must ask during their customer engagement, and identifies which of those questions directly lead to filling your pipeline. If your salespeople do not master Discovery, filling your pipeline will likely become an even greater struggle.

6. OBJECTIONS

It is impossible to succeed with your customers 100% of the time - so salespeople need to know how to handle obstacles and objections. For most salespeople, the same 4-5 objections constantly come up - so why isn't handling those objections easier?

Thankfully, our methodology has identified two main methods for dealing with objections that can be easily learned and immediately applied.

Getting your sales staff armed with the proper strategies to handle customer objections will increase their activity level, meaning closing more business and building more pipeline.

PIT STOP DETAILS

7. CUSTOMER EXPERIENCE

Realizing the sale is not over once it has been closed is key. Your salespeople must ensure their customer gets the results they envisioned from their purchase in the approximate timeframe they requested. Following up with customers after your sale has been finalized helps expand into customer accounts and builds stronger relationships.

Salespeople can learn a simple, easy-to-apply 3-step process for following up and tracking value from their customers' perspective. Being in a position to fix your customer's problems prevents them from being lost to competition.

Lastly, your salespeople will learn to think more in terms of customer outcomes, increasing their business savvy and allowing them to have better conversations in the future.

8. SALES MANAGEMENT

Your salespeople are only as good as the manager leading them. Most sales managers have trouble balancing their sales staff's needs with their own hefty workload. They have too many tasks and not enough time and bandwidth to accomplish them all.

There are only a handful of high-impact sales management activities that make the difference between making plan and not making plan; however, most sales managers need to improve their sales management skills.

Consider it to be a ripple effect. When a sales manager improves their own performance, it creates a larger multiplying effect on their entire team. This also decreases employee turnover and increases motivation and morale. Sales managers are the key to growth; however, they are offered very little training, follow-up and mentorship.

Our methodology includes a custom, 5-step program that will transform your sales managers into impressive sales leaders that crush quota every month, quarter and year.

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FAST LANE ROI

The programs referred to above have been field tested and applied for over 20 years yielding incredible financial impacts such as:

CDW

- 35% increase in face to face meetings
- 32% YOY increase in Cisco booked revenue

Bell Canada

- Weekly funnel has grown by 35%
- 225% increase in pipeline

AT&T

- Sales funnels have new opportunities from new sources

Allstream

- Revenue won has increased by 125%
- 325% increase in pipeline

Edoc Software Systems

- 67% increase in YOY sales

Compugen

- 105% increase in Cisco pipeline in 5 months

Cisco Systems

- Team sales funnel is up over 100% in 90 days

Softchoice

- 100% increase in Cisco pipeline in 1 month

Royal Bank of Canada

- 100% revenue growth in 90 days

GETTING STARTED

Do you need to figure out the problematic points in your sales team?

Are you ready to begin the journey on our Sales Enablement Roadmap?

Contact Us Today!