

DEVELOP YOUR PERSONALIZED  
ACTION PLAN TODAY

# WIN @ BIZ<sup>®</sup>

Build a Successful  
Sales Organization

## WORKBOOK

Growth & Business Coach

*David Gabbert*



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**WIN AT BIZ® WORKBOOK**  
**BUILD A SUCCESSFUL SALES ORGANIZATION**

A TEN E-BOOK SERIES

**AUTHOR DAVID GABBERT**

Publisher  
Gabbert Development Inc.  
7605 Equitable Dr.  
Eden Prairie, MN 55344

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Line editing by Sue Ericson Ensign  
Comprehensive editing by Sarah Cypher, Three Penny Editor  
Interior design © Joel Adams  
Cover design © Joel Adams



2. List your salespeople and rank them one through ten on the following sales skills.

<b>Salesperson</b>					
<b>Possesses Talents to Sell</b>					
<b>Determination to Develop Leads</b>					
<b>Effectiveness at Developing Relationships</b>					
<b>Effectiveness at Uncovering Customers' Needs</b>					
<b>Possesses Product Knowledge &amp; Sells Benefits</b>					
<b>Ability to Build Trust &amp; Confidence</b>					
<b>Possesses Listening Skills</b>					
<b>Uses Empathy to Uncover Emotions</b>					
<b>Ability to Uncover Objections</b>					
<b>Ability to Overcome Objections</b>					
<b>Uses Trial Closes Effectively</b>					
<b>Determination to Follow Up</b>					
<b>Effective at Closing</b>					

3. Use the preceding information to make decisions about the quality of your sales staff. Make decisions; list those who need additional training and where they need the most help. Also be realistic about your low producers; it is a fact that your low producers are losing business for the company. Many times it is necessary to replace the low producers with new hires in an attempt to raise the performance of the entire sales team.

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4. An effective commission sales program will reward and motivate salespeople to deliver results to meet company objectives. Describe an effective incentive compensation program for your salespeople. For instance, in a retail store where the leads are being provided by walk-in traffic, a company may decide the best sales outcome can be achieved by establishing a compensation program that pays a base hourly salary plus a sales commission. Incentives can be offered to improve customer service, such as advancing the hourly salary as desired results are achieved; or, commissions can be tiered to motivate desired actions. For example, higher commissions can be paid on higher gross profit items or slow moving merchandise while lower commissions can be paid on fast-moving, lower-gross profit items.

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5. Describe both the sales-related job functions and the non-sales-related job functions your salespeople perform. (Your purpose is to identify non-sales functions that take productive sales time away and move as many of those job functions to others as possible.)

<b>Sales Related Job Functions</b>	<b>Non-Sales Related Job Functions</b>

- 6.** List ideas for developing a sales training program that is specific to your company's product or service for each of the skill categories listed below. Whenever possible, your training information should be structured for role-playing scenarios. Use your best-proven questions and answers for your salespeople to practice in response to your customer's most common questions, hidden objections, fears, emotions, and silences.
- a.** If your salespeople are networking face-to-face for leads, prepare a role-playing mini-commercial dialogue to practice.

Write your mini-commercial

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List open-ended discovery questions

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- b.** Make a list of all the sales tools with which your salespeople need to be familiar to excel. Thoroughly train your sales staff in the use of these tools.

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**c.** Make a list of role-playing questions to qualify the buyer.

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**d.** Make a list of questions and discussion points that are effective in developing a quick relationship and saying, “I care about you.”

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**f.** Prepare a role-playing dialogue by making a list of a series of fact-finding questions to uncover the prospects needs.

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**g.** Complete the following training points to establish confidence with a prospect.

Develop testimonials from satisfied customers

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Make a list of success stories of service after the sale.

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Make a list of product educational points that are important for the customer to understand to build confidence.

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Write out a description of the attire required to impress a prospect and build confidence in your professionalism.

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**h.** Make a list to identify why customers buy your product or service. What is really important to them? Once you have identified the key benefits, develop role-playing dialogues to sell those benefits.

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**i.** Make a list of the most commonly stated *real* objections your salespeople receive; in the chart below list the solution to be communicated for each objection.

Real Objection	Solution



Use these buy signals to develop responding closing questions for your salespeople to practice in role-playing.

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- i.** Make a list of the follow-up procedures and processes your salespeople will employ.

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## About the Author

# David Gabbert

Entrepreneur, business mentor and growth coach, David Gabbert helps business professionals, business owners, new startups, and students learn how to win at business. Self employed for forty-seven years, founder and owner of four million-dollar-plus businesses, and author of ten Win at Biz® business books, Dave offers free business articles about a variety of proven business strategies which compose the basic building blocks of starting and operating a successful business.

Free monthly e-zine subscriptions are available: [www.davidgabbertbusinesscoach.com](http://www.davidgabbertbusinesscoach.com)

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