



---

Name

Date

## CONTENT MODULE SUMMARY SHEET

# Sales Xceleration

---

### INTRODUCTION

Greg Harper and Steve Landrum are Iron Forums members who each own consulting practices for companies in need of better sales. They are both certified in the Sales Xceleration system and have helped many companies — including Iron Forums members — supercharge their sales, creating value for the business owner. In this module, they'll share tips on establishing a sales structure, considerations for fractional sales leadership, a predictable and repeatable sales process, and an assessment of your sales team's compensation packages.

---

### SCRIPTURE

*But blessed is the man who trusts in the LORD, whose confidence is in him. He will be like a tree planted by the water that sends out its roots by the stream. It does not fear when heat comes; its leaves are always green. It has no worries in a year of drought and never fails to bear fruit.*

— Jeremiah 17:7-8

*The heart is deceitful above all things and beyond cure. Who can understand it?*

— Jeremiah 17:9-10

---

### CONTENT

This is just an outline. Be sure to add your thoughts and listen to the Holy Spirit to see what He may be speaking to you about this topic.

#### **Who can Benefit from Sales Xceleration - Type Services?**

Private businesses with \$2-20 million in sales

Founder is usually the Sales Leader

May be planning to sell the business in 3-5 years

Need a sales structure for their business

#### **What is Fractional Sales Leadership?**

Fractional CEOs and CFOs are common

Sales leaders work the same way

You can get more experience for less money

#### **How Important is a Sales Process?**

Measurable steps and a written plan provide predictability and a model for how a business is progressing.

Every salesperson has a different approach, but following a consistent sales process can provide repeatability of results for the business owner.

When new salespeople start, they can "plug in" to the process and get the same results as the other salespeople.

(continued)

Business owners are worried about accountability

CRMs, combined with processes is a better way to compare performance against KPI's (Key Performance Indicators)

### **Keys to Compensation**

Compensation is often overlooked, but it is one of the main motivators for salespeople.

High Salary with low commissions doesn't motivate people to sell.

However, a low salary with compensation based on commissions leads to losing salespeople in an economic downturn.

What is the right mix of compensation for a salesperson?

About 50/50

As a rule of thumb, this mix can help retain people in hard economic times and motivate people in good times.

Tailor your compensation plan to your business goals rather than the individual or personality.

### **What are some Red Flags that indicate a need for better sales?**

Sales have been flat.

Most of the business comes from referrals

Sales process is not proactive.

Owner is sales leader

Having trouble finding good people

You can't plug anybody into a sales position. You need to hire based on personality and sales ability.

The EOS system tells us "Right People Right Seat" — you must make sure that the people in your organization are in the perfect position for them to excel.

When automation is used in business, don't go overboard. You will burn out your salespeople if they need to do too much data entry and automated tasks rather than using their sales skills.

---

## **DISCUSSION QUESTIONS**

1. Who is responsible for the "sales revenue seat" in your company?
2. Could your company benefit from creating and building a sales PROCESS?
3. What "red flags" might you need to look for in your sales department?