

**A PROFITABLE BUSINESS IS THE DESTINATION  
WE CAN HELP YOU GET THERE**



**PROFIT DRIVEN SALES**  
**TURNING REVENUE INTO PROFIT**



# The Profit Driven Sales Difference

Profit Driven Sales is a consulting company with a distinct focus – making revenue count.

We help owners, sales executives and sales reps focus on what is important: **highly profitable customers (and deals)** while eliminating costs that don't increase revenue.

Often more revenue isn't enough. A company can't sell at a loss and make it up on volume. For a business to thrive it must make a profit. We help B2B sales organizations to not only increase revenue but also **generate more profit by each salesperson**.

- ✓ Decrease the cost of sales while increasing revenues and sales
- ✓ Close business at the margins you need without discounting
- ✓ Beat the competition with effective sales processes, people and solutions
- ✓ Differentiate against competitors, which is often the customer not doing anything

## HOW WE HELP - PROFIT DRIVEN SALES SERVICES



### DRIVING PROFITS WORKSHOP

A 3 day workshop to create the roadmap to your goals. Eliminate unnecessary expenses, find performance gaps, and identify improvement opportunities.



### MAXIMIZING COMPENSATION

Lower your cost of compensation while making it a force for goal achievement and motivation. Drive goal attainment and don't pay for non-performance.



### ON DEMAND SUPPORT

On-demand access to Sales Executives when you need them. Real-time assistance helping your teams crush their numbers.



### PROFIT-BASED HIRING

Reduce attrition and only hire great performers. Use benchmarks from the best reps and onboard for immediate results.



### OUTSOURCED VP OF SALES

You have a business to run. Let us add the bandwidth, skills and experience of a leader to your team without the cost of hiring another executive.



### INCREASING DEMAND

Increase the number of sales ready leads your sales force can sell into. Lower the cost of customer acquisition by increasing demand.

**THE FIRST STEP TO MORE PROFITS IS DOING A PROFIT DRIVEN WORKSHOP**

# RESULTS MATTER!

The breakthrough in our system is that sales professionals have a track to run on based on investments you are making. Hundreds of salespeople have crushed their quotas and become leaner, more effective selling professionals.

**300%**

## INCREASE IN QUOTA ATTAINMENT

A medical device company was struggling with flat sales. They didn't have the name recognition to open doors at the executive level. We implemented a couple of Profit Driven Sales Force tools (messaging, a playbook, and demand generation) and 12 months later the company doubled its market share. Sales increased 300% without having to add additional reps.

**\$12M**

## GOAL ALIGNED COMMISSION PLAN

The owner of a equipment business lost his top two reps to a competitor. They ravished his customer base. For five years the company drifted downward.. He called us for help. We hired low cost reps on highly leveraged commission plans. Gave them a compelling story and a value proposition. Three years later the owner profitably retired and left a thriving business to his son.

**172%**

## GROW CUSTOMER VALUE

Suppliers kept increasing prices and customers demanded steeper discounts. We went 'inside' by hiring inside reps to farm existing clients. The cost of sales got cut in half. Outside reps had more free time to hunt. More new accounts were opened in the first quarter than had been opened in the previous 12 months. Customer share of wallet and account value grew 172%.

## TYPICAL CLIENT BENEFITS

- 1 COMPETITIVE ADVANTAGE**  
Create a compelling and durable competitive advantage that focuses on the why customers buy. Gain access to decision makers with messaging they're eager to hear
- 2 CONSISTENT REVENUE GROWTH**  
More accurate forecasts by empowering salespeople to do what they love: sell. Grow deal size and customer value. Build systems that create new paying clients predictably and fast
- 3 INCREASE PROFITABILITY**  
Dramatically reduce the cost of sales by removing waste and ineffectiveness blocking growth. Close business at the margins you need without discounting
- 4 CONTROL**  
Increase control and discipline within your sales force. Keep score – track the right numbers and manage by evidence
- 5 CONSTANT FORWARD PROGRESS**  
Continuous progress allows growth while scaling costs. Manageable change that makes performance and profits improve



# PIVOTING TO PROFIT

More sales without more profits is just more work. The cost of sales is now the second highest expense after cost of goods. Sales costs can be reduced by eliminating waste in:

- Team Performance
- Business Development
- Better Leadership
- Optimized Compensation



Pivot From...	Pivot To...
Revenue	Profit
Volume	Margin
Prospecting	Customer Demand
Selling Process	Buyer's Journey
Transformation Failures	1% Change

The concept of a Profit Driven Salesforce is simple and straightforward: put the bottom line on top by making profitability the focal point of all commercial activities, including marketing, sales, and customer management. We can support your organization by:

- ✔ Providing practical advice to improve customer profitability
- ✔ Enhance collaboration between sales, marketing and customer service
- ✔ Support your team to use Profit Driven concepts, tools and methods, as well as how to apply them in your organization

## THE FIRST STEP TO MORE PROFITS IS DOING A PROFIT DRIVEN WORKSHOP

# DRIVING PROFITS WORKSHOP

**A 3-day working session to create the roadmap to your goals.**

We find the key metrics to drive sales, non-strategic expenses that can be eliminated, find performance gaps, and identify improvement opportunities.

**The Driving Profits Workshop is based on the 4 Pillars of Sustainable Profit**

These 4 key areas have the largest impact on profitability because they combine both cost savings and revenue growth. Most of the overspend in sales is found in these areas.

**You no longer have to sacrifice growth when reducing costs**

- ✓ Profit Formula .....➔ How do we make money?
- ✓ Profitable Revenue .....➔ Where are sales going to come from?
- ✓ Profitable Demand .....➔ How do I reach prospects?
- ✓ Profit Multipliers .....➔ How do we grow the business?

## PROFIT FORMULA

Every company has an understanding of why its in business and how it wants to make money. Increase revenue but scale costs = more profit.

## PROFIT MULTIPLIERS

Sales has many parts but only few key elements that exponentially increase profits. Focusing on the commission plan, hiring, and the front-line managers are a few.

## PROFITABLE REVENUE

Revenue is the life blood of a company. New clients must be developed at a reasonable cost. Existing customers are 10 times more likely to close and cost one-sixth to sell.

## PROFITABLE DEMAND

A pipeline full of qualified opportunities dramatically impacts salespeople's performance. Sales ready lead generation frees sales people for selling.



# WHAT DOES A PROFIT WORKSHOP LOOK LIKE?

## WORKSHOP INCLUDES:

- 1 Day working with Leadership +
- 1 Day working with Sales Team +
- 1 Day working with Sales Managers

## RESULTS YOU CAN EXPECT:

- Sales Objectives consistent with the companies goals
- An executable profit and performance improvement plan
- \$30k to 60k in identified cost reductions
- Customer valuation and sales messaging aligned to the buyer's journey
- Sales results that actually stick

## Before

### Assess

We collect information and do diagnostic work to select the right workshop deliverables. Win/Loss analysis and collateral review.

### Interview

Discussions with participants including survey information. Customer and team member interviews for clarity on the sales process, gaps and goals.

### Customize

Based on the information collected we prepare a specific workshop agenda for the Leadership team.

## During

### Collaborate

Leadership shares goals and gaps, specifying expectations of the sales team.

### Plan

Working with the data collected and Leadership's input, an action plan is developed for immediate implementation.

### Execute

Work directly with sales people and front-line managers about the plans, goal alignment and the focus on being a profit driven sales force going forward.

## After

### Coach

Help team members and sales manager achieve milestones in the plan.

### Support

Assist with overcoming obstacles with plan achievement. Coaching and training delivered when part of the action plan.

### Reassess

30-60-90 day plan evaluation and review. Adjust plan as needed, including any additional training or resources needed.

# ON DEMAND SUPPORT CUSTOMIZED CONSULTING

## Sometimes we all need a little extra help and attention to detail

Buying habits are changing. Sales tools are growing more complex. When you're not getting the performance you need, finding and fixing the problem can be a major frustration.

- ✔ We offer a fresh perspective. Often a third party can uncover challenges and opportunities that are not obvious to those close to the situation
- ✔ Improving sales results can be significant undertaking. We can offer additional bandwidth and expertise enabling you to do your primary job keeping revenue coming in
- ✔ We enable your organization to make the most of what is working and learn external best practices to strengthen areas that need improvement
- ✔ Building an effective sales organization is a complex undertaking. We help you to reduce complexity and drive results that last

Sometimes sales leaders lack bandwidth. Sometimes there are gaps in expertise. We offer real-world advice and tactical solutions from our experience with over 119 sales teams. Typical challenges we consult on are:

- ✔ Increasing the value of new and current customers - identifying opportunities for growth
- ✔ Winning against competitors: selling process assessment to establish a baseline for continuous improvement and competitiveness
- ✔ Correct underperforming sales teams: salesperson and manager coaching to leverage strengths, redefine priorities and identify skill gaps
- ✔ Capture profit and growth potential: sales compensation redesign to ensure financial rewards align with your company's goals

You may know where you want to focus, or you may need our help you sort through the challenges. We'll assist you pinpoint issues and work to develop an approach that makes sense.



# ON DEMAND SUPPORT

## COACHING *ASA* SERVICE

Research by the Sales Executive Council shows that no other productivity investment comes close to coaching in improving performance. They examined thousands of salespeople and found quality coaching helped improve long-term performance significantly. Effective coaching increases win rates by 20%. According to the International Coach Federation, the average company can expect an ROI of 300% or more on coaching.

### But who has the time or the experience to coach well?

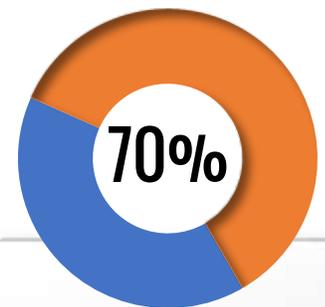
Lack of time and expertise are the top reasons sales managers don't coach well. Only 15% of managers spend enough time coaching. Most sales leaders were great performers with little need for coaching themselves. They haven't had any formal training or experience in coaching.

#### Coaching as a Service helps Companies

- ✓ Identify the selling activities that matter most
- ✓ Point sales coaching at those activities
- ✓ Establish a Formal Coaching Rhythm
- ✓ Train managers how to coach

#### Our experts help your Reps & Managers

- ✓ Get better results from sales calls
- ✓ Negotiate for higher close rates without discounting
- ✓ Make behavioral changes that stick
- ✓ Provide better coaching throughout the sale organization



#### **Bersin & Associates Research**

A survey of 750 companies identified **formal coaching** programs as the **#1 factor** for driving business results. 70% of learning occurs through on-the-job coaching

Monthly coaching packages provide the support you can't always provide yourself. Perfect for teams where leaders are too busy or managers who lack the experience to coach well.



## ON DEMAND SUPPORT

## EXPERT *ON* DEMAND

**We Help B2B Sales Organizations  
Generate More Revenue and Profit  
Per Rep**

Need help but not a large consulting engagement? With our Expert on Demand service you and your team can access professional help. You have a business to run – get additional bandwidth and expertise you need when you need it.

Ever wish you had an expert on demand to help build a better compensation plan? Refine your sales process? Improve new hire training? Help profile competencies and create a recruiting process? Now you can get that help over the phone – immediately when you need it.

### Use our Expert on Demand for:

- ✓ Differentiate solutions from the competition
- ✓ Improving sales forecast accuracy
- ✓ Avoiding the costly expense of mis-hires and turnover
- ✓ Improving sales messaging
- ✓ Holding team members accountable
- ✓ Establishing the right Objective and Key Results
- ✓ Tough-call coaching

**Simple: choose the level of help you need, and we reserve time for you every month.**

# PROFIT BASED HIRING

# WRONG HIRES ARE THE SINGLE HIGHEST COST IN A BUSINESS

DePaul University found the average cost of turnover is \$114,957 and the average replacement time over 6 months. How much revenue is lost? What is the damage to clients, team moral and company resources? About half of newly hired salespeople fail and the half-retained fail to meet quota.

## HOW ARE COMPANIES STILL GETTING SALES HIRING SO WRONG?

- ✓ Few sales managers have any formal training on hiring or onboarding
- ✓ Sociable, outgoing candidates that perform well in the interview room are the single biggest cause of hiring mistakes in sales
- ✓ There are over 600,000 videos on YouTube teaching sales candidates how to sell themselves in an interview
- ✓ Managers are overly confident about their ability to evaluate candidates using interviews

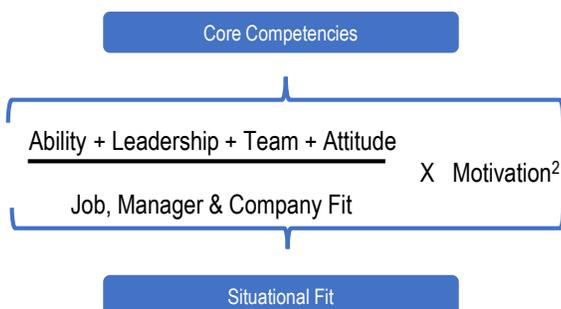
Average Cost of Turnover for  
One Sales Rep: \$114,957



Source: DePaul University

## ARE YOU READY TO DRIVE NEW GROWTH AND OUTSELL YOUR COMPETITION?

### PROFITABLE HIRING FORMULA



### OUR HIRING PROCESS HELPS YOU:

- ✓ Eliminate the practice of hiring in one's own image
- ✓ Identify talent gaps and build a plan to hire able, productive players
- ✓ Find, select, onboard and develop talent to realize higher levels of growth
- ✓ We'll equip you to learn answer to the three questions that matter: Can they sell? Will they sell? Can they sell for me?

"Fully 90% of your success as a sales manager or business owner is determined by the quality of salespeople you have. - Brian Tracy - Author, The Psychology of Selling

# MAXIMIZING COMPENSATION PLANS

**Jack Welch said “show me the plan and I’ll tell you how the salespeople will behave.”**

Over 85% of companies use incentive plans for about 40% of total sales compensation. That's a lot of money. Yet in survey of seven hundred firms only 8.9% believed their comp plans “consistently drove selling behavior” and improved sales results.

## NOT ALL REVENUE DOLLARS ARE EQUAL

Think about your sales compensation system. What does it tell your sales reps to maximize? Revenue dollars? Gross margin? If all sales dollars are equally desirable, you don't have a strategy.

Sales compensation can be complicated and very personal (emotional). We'll work with you to design a viable compensation plan that serves everyone and preserves profits.

## BENEFITS OF COMPENSATION DESIGN

### Align Compensation with Objectives

Ensure your business goals are aligned with the sales objectives and behaviors of the sales team.

### Ensure Sales Managers Leverage Plans

Comps plan give direction and helps managers lead their teams to accomplish the company's goals.

### Balance Incentives

The comp plan will determine the quantity, quality, and kind of business developed.

### Reduce Sales Turnover

Adequate compensation and incentives allow you to retain high-performing sellers and motivate salespeople.

## REASONS PLANS FAIL

- ✓ Not all sales are created equal
- ✓ Too little difference between low and high performers
- ✓ Law of unintended consequences
- ✓ Get what you reward, mis-aligned pay with business goals
- ✓ Paying for in-house and legacy business

## UNINTENDED CONSEQUENCES

### “THE COBRA EFFECT”

The British were concerned about cobras in India and gave a bounty for every killed snake. Soon, people began to breed cobras. The reward was scrapped and the cobra breeders set snakes free. The apparent solution for the problem made the situation worse.

A call center wanted customers helped quickly. Pay was set to the number of calls they took. Operators started to hang up on customers as soon as they answered the phone, thus bringing up their numbers.

Called “the cobra effect”, it happens because of unintended consequences. A well-designed compensation plan doesn't have unintended consequences.



# INCREASING DEMAND

## YOU WANT YOUR SALESPEOPLE TO SPEND THEIR TIME SELLING – NOT PROSPECTING

The greatest challenge to growth is getting enough qualified opportunities in the sales pipeline. Without qualified leads salespeople chase poor opportunities, close unprofitable business and spend too much time prospecting. Business Development and Lead Generation is a make or break function.

Using salespeople to prospect is the most expensive method of generating opportunities. Salespeople shouldn't be prospecting. Doctors don't find their own patients, and for the same reasons salespeople shouldn't: **cost and limited time.**

Today, B2B buyers do their own research, access multiple sources of information and contact salespeople late in the buying process. This has caused customer acquisition costs to skyrocket. The solution isn't more; more calls; more emails; more unqualified leads. 80% of marketing developed leads are ignored by salespeople.

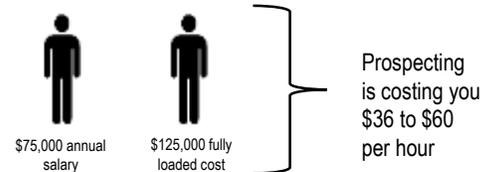
### GET SALESPEOPLE SELLING - NOT PROSPECTING

Change your salespeople from opportunity seekers into business closers. Get them in-front of qualified buyers more often. People perform best doing what they love to do – get your people doing what they love – selling, not prospecting.

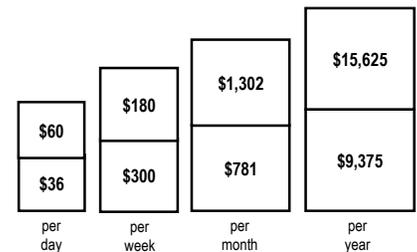
We can help you:

- ✔ Stop depending on finding current buyers by executing effective sales campaigns
- ✔ Assist B2B buyers navigate their complex and information-overloaded buying journey
- ✔ Provide sales with only sales-ready leads that have a high probability of closing
- ✔ Develop opportunities that your competitors don't know about
- ✔ Identify a primary market segment and map out every stage of their buying journey
- ✔ Increase the receptivity of the customers and prospects with messaging they are eager to hear

#### WHAT DOES THEIR TIME COST YOU?



#### AT ONLY ONE HOUR A DAY, THE COST IS



#### HOW MANY SALESPEOPLE DO YOU HAVE? HOW MANY HOURS DO THEY PROSPECT?



# OUTSOURCED VP OF SALES

## THE RESULTS OF A EXPERIENCED SALES LEADER WITHOUT THE COST

Hiring an outsourced VP of Sales gives you a competitive edge immediately. Perhaps you don't have a sales team but need more business and new clients. We're here to help you bridge gaps in your sales team or help you build and lead the team you need. Ensure your company is laser-focused on growing profitably with good margins consistently.

### THERE ARE MANY REASONS FOR OUTSOURCING YOUR SALES LEADERSHIP

#### YOU'RE TOO BUSY RUNNING YOUR COMPANY TO BUILD A SALES TEAM

Running a company is a full-time job. You're probably wearing too many hats to give the sales team needed attention and focus. Our services allow business owners and C-level executives to remain focused on their high priority tasks.

#### DON'T HAVE A NEED FOR A FULL-TIME VP OF SALES

A smaller sales team may not need a full-time VP of Sales. Salespeople need help closing business, managing accounts, and pricing proposals. That job falls to the owner or the C-Level executives who may not have the bandwidth or expertise needed.

#### CONSIDERING A CHANGE IN SALES MANAGEMENT

There are many reasons for needing a change in sales management. Finding the right person takes time or you must repeat the costly process. Using an Outsourced VP of Sales gives you time and support needed to make the right decision the first time.

#### A FULL-TIME VP OF SALES JUST COSTS TOO MUCH

Outsourcing sales leadership gives you the benefit of an experienced VP without their cost. We work fractionally so that you get the benefit of extensive experience at a cost sized to your business needs.

We do the work of leading your sales team each week, implementing your priorities and objectives. We ensure you have the right sales plan, compensation plans, structure and processes, with the right sales talent to execute your strategy and achieve your profit goals.



## YOUR MOVE

CALL TODAY AT (479) 306-6559, OR EMAIL US AT

[info@PROFITDRIVENSales.COM](mailto:info@PROFITDRIVENSales.COM)

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