



THE KICK-ASS GUIDE TO SALES ACCELERATION



Presented by

salesquants

Pop quiz, hotshot: Are you hitting your personal revenue targets? Let's admit it, you know your sales chops make even Keanu Reeves tremble, but maybe you could use just a little help.* The best are always trying to get better, right? Otherwise you'll get passed up by the next person or that company down the street.

*We say maybe because every sales group is different. Some are highly advanced and well on their way to earth-shattering growth. Others are, well, a little behind. Striving for improvement, as the optimists would say. That's where we come in.

DEAL BLINDERS

Do you have blinders on to the world? (OK, maybe you don't, but are you having a slow month, quarter or year?) Ever lost deals due to perceived “lack of thought leadership” in the space? On the contrary, I am sure you've closed deals given your knowledge of a customer's situation. Are you strapped for time, wildcat? How many cold calls do you make that go nowhere and teach you nothing? How much are your prospects interacting with you? What insight do you have into their interactions with you and your business (e.g., emails, website visits, calls)? By lifting the blinders and smoothing over the speed bumps to buyers and their journeys, you increase the chances of closing deals.

The good news is **you don't need to be Vin Diesel or Paul Walker (RIP) to maintain speed in your sales process.** Cutting the time from first contact to close can be a reality with the right tools and the right processes. If your lead-to-revenue management plods along slower than geologic time, then you need to turn your sales team into The Fast and the Furious. When you accelerate your sales, you increase productivity, often by maximizing technology.

Basically, you live your life a quarter mile at a time.



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JARGON CHECK:

Just what the heck is sales acceleration?



WHAT IS SALES ACCELERATION?

Unfortunately, no one can be told what sales acceleration is. You have to see it for yourself. (Just kidding!) **Let us first start defining sales acceleration by using the classic method of saying WHAT IT IS NOT.**



An overnight miracle



Afraid of technology



Skeptical of marketing (seeing them as arts and crafts)

AVG.

For sales professionals who love mediocrity.



For sales professionals who are resistant to change.



For people who hate process



For the bench-warmer who fears impacting the playing field

“So, what is sales acceleration, Morpheus?”

Basically, it is the Matrix for your sales process.
(Remember, there is no spoon.)

Image courtesy Warner Bros., Village Roadshow Pictures

Anything that goes beyond simply having a CRM system in order to boost sales could loosely be called acceleration. In other words, setting up and using a CRM system is a great start (in fact, providing a 17% increase on average¹) ... but it's only the first step. If not set up properly (or paired with an ordered sales process), your investment can underperform and results can be underwhelming. Sales acceleration comes from embracing technology, process and marketing.



Image courtesy Warner Bros., Village Roadshow Pictures

Free your mind and ask yourself:
How satisfied am I with my current sales performance and reporting?

1. CSO Insights 2005 study (via [Forbes](#))



WELCOME TO THE NEW AGE

Sales acceleration is for those heroes who want to:

- Move faster and be more productive with technology and processes (just need a little help nailing it down).
- Have a command over the pipeline.
- Support sales coaching with specific actions/insights based upon clear data.
- Achieve higher productivity for their team and business.
- Win the respect of the CEO and CFO with their firm grasp on the forecast.
- Foster better cooperation with the marketing team (no more blame and suspicion).
- Focus on what they love (selling) and let someone else provide the data/technology infrastructure.
- Get help in handling/tracking the lead life cycle.

In summary, SAS can bridge the gap between where you are today and where you want to be tomorrow.





WHAT PROBLEMS DOES SALES ACCELERATION SOLVE?

- 1** The **'wild goose chase' approach to sales growth.** It's pretty elusive without the right 'accelerators.' And implementing the right tools, processes and automation makes Matrix-like productivity—or at least busting quota—a reality.
- 2** **'Happy forecasting'** *can go the way of the brontosaurus,* replaced by clear and obvious insights. 
- 3** The **cost drain of a slacker sales team.** The sales operations team needn't be a collective budget-buster. Trimming the fat from a bloated sales operation makes companies healthier.
- 4** The **'process' pit of wasted time, money and aggravation.** Everyone knows bad process (or complete lack of a process) can kill good sales. Ironing out sensible, comprehensive sales processes diminishes the depths of knowledge gaps by accounting for the full lead life cycle.
- 5** The **bias of subjectivity in sales performance evaluation.** Eliminate uncertainty as to who the 'A' players are with a more objective analysis. It uses evidence to assess impact with a 100% data-driven (or as close to it as possible) report card.
- 6** **Friction in the buyer's purchase path.** You don't need to be a physicist to understand that buyer friction harms the chances of closing business. A clear record of lead activity and alerts/notification for timely follow-up ensures prospects who need the human touch get it ... and you can relevant conversations with them because you know their interests.



WHAT FEARS DOES SALES ACCELERATION ALLEVIATE?



Prospects will be unimpressed/discouraged by their experience with your business.



The perception that you are mediocre at sales.



“Old school” sales techniques holding you back; stifled opportunities to test emerging ideas.



You will have no chance to bring new ideas/ tools/data to your team and company.



You will be poor.



You will toil in obscurity and never be recognized as a top performer.



BELIEVE THE UNBELIEVABLE

Now that you're thinking about what realm of your craft you can improve, you can confidently carry on with language to describe the concepts and activities that tighten up your production. There are rules. Apply the rules, and you close more leads, spend your time better, and grow faster. As Morpheus said, there's a difference between knowing the path and walking the path. **It's time to walk the path ... with accelerated steps.**

Accelerated steps bring you to your sales destination—smashed quotas—more quickly. In a world of ones and zeros, are you a zero, or **The One** who crushes your quota?

