

Build a World Class Sales Force for 2009 and Beyond...

Neil Rackham, author of bestsellers such as *SPIN Selling*, *Major Account Sales Strategy* and *Rethinking the Sales Force*, and one of the leading minds in professional, consultative selling over the past 20 years, has shared keys for building a world class sales force.



Nick Ashton, CEO/President of **TRACOMETRY** was associated with Rank Xerox in the early 70's and had the opportunity to utilize Rackman's emerging sales techniques before we all realized the impact and results. Through this, it will show us all where we need to be and focusing on why we at **TRACOMETRY** are on target. You can be on target too! So let us look at what Rackham and **TRACOMETRY** have to guide you with:

1. **Sales supervisors are the key to success** – Rackham says "I have played a part in the reorganization and performance improvement of over 100 large sales forces. It's my experience that whether change succeeds - and whether results significantly improve - depends much more on sales supervisors than on salespeople. When I'm working to improve the performance of a sales force, I give most attention to building competent sales supervision."

TRACOMETRY firmly believes that there is no "them and us" in selling. Management has to understand that the management skills are more important than being face to face with a client. That deficiency alone will cause lower sales results and unhappiness in the sales team. If the sales person has not been managed or trained correctly, the in-front of client time is wasted.

2. **Fewer accounts mean more sales** –Rackham says "Salespeople love to have lots of opportunities. A salesperson who has ten customers to chase feels much safer than if they had only five. As a result, many salespeople are half chasing twice as many opportunities. They don't sell deeply enough, they don't plan adequately and they lose business to competitors who put more resources into the best opportunities. I often find that I can get a dramatic improvement in results by taking away 20 - 30% of a salesperson's prospects. Salespeople hate this and they argue against it - but it works."

TRACOMETRY knows that oh so well! Never chase your own tail; it becomes boring after a very short while. Concentrating on a select few accounts allows for a more concise opportunity. The amount of background research that is required can now be placed in a far more positive light.



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3. **Salespeople must become value creators** - Rackham says "Too many salespeople are "talking brochures", trying to show customers how their products or services are better than competitors. This is traditional value communication selling and it no longer works. Salespeople today must move from value communication to value creation. The salesperson must add as much value as the product. This calls for creativity and problem solving. Selling is no longer about persuasion."

TRACOMETRY hates parrots! I defer this to Simon Cowell and Randy Jackson of American Idol fame, "Make It Your Own!" Being an individual makes you stand out and that is what Generation Z'ers need! You must be on the same plain and world for the client and buyer of today.

4. **Coaching brings results** - Rackham says "Every world-class sales force I've worked with puts great emphasis on coaching. They don't just give lip service to coaching; they create systems and processes to make coaching happen. Yet few sales managers understand important coaching concepts, such as how skills coaching is different from strategy coaching. The best way to improve sales results is to make effective coaching happen."

TRACOMETRY knows the power of direct coaching and the differences. Importantly it has to be a major part of managements mind set skills.

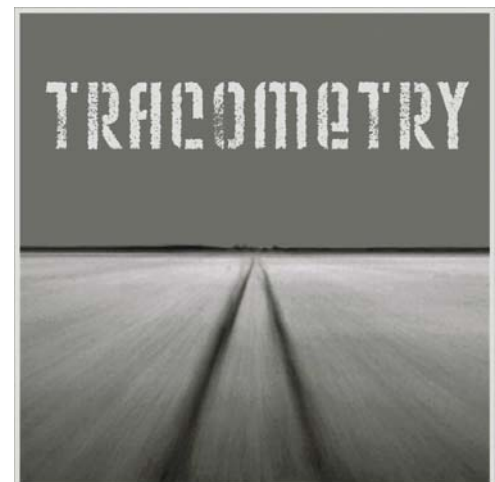
5. **Integrate sales and marketing – TRACOMETRY** has been working closely with Jayson Jorgensen, Real Estate Data Exchange Inc. (**RedX**) the data gurus, to find ways to help sales and marketing work better together. The emails from CEO's, Sales VP's and Marketing VP's from all over the world that I have received, encourages us that we are on the right track. So we know it's an important topic and exciting new ideas are being tried out.

This is a results oriented society that is craving for positive outcomes. The *information age* has been here for quite sometime and harnessing the streams of facts and fiction has been moving along at a pace that many have not even known about. Today, that packaged information is needed at our finger tips. You must be better informed than your client. It is not one-upmanship, it is pure fact that to complete a sale you have got to be in the know.

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