

How Healthy is Your Sales Team?

Presented Dave Mantel, CEO/President
Acme Sales Development, LLC



“The one thing I want to know that will make this time well-spent is...”



Objectives

- Determine whether to develop your existing team or hire new sales staff
- Leverage assessments to help hire and retain better salespeople
- Find the best salespeople to build your overachieving sales team



Develop or Hire?

- Can your sales team get you there?
- Has the company been hiring the right kind of salespeople?
- Regarding prospecting, are there enough new business opportunities?
- What's the affect of sales management on the sales organization?
- Are the current salespeople comfortable with expectations?
- What kind of information is being tracked?
- Is there a problem with selling skills?
- Are the right people in the right roles?
- What's current state of the sales pipeline?
- Do you really know what it will take to grow revenue with your current team?

Step 1: First, know the answers to these questions!



Leverage Assessments



Adapted Assessments



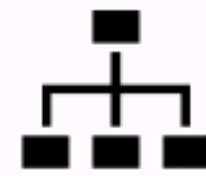
Leverage Assessments

- Sales Specific
- 21 Core Competencies
- Role-specific
- Award-Winning
- Validated



Leverage Assessments

QUOTA AND ATTRITION RATES



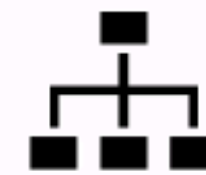
Don't use Assessments



49% Quota Attainment



19% Attrition



Use Assessments



61% Quota Attainment



14% Attrition



88% Quota Attainment



8% Attrition



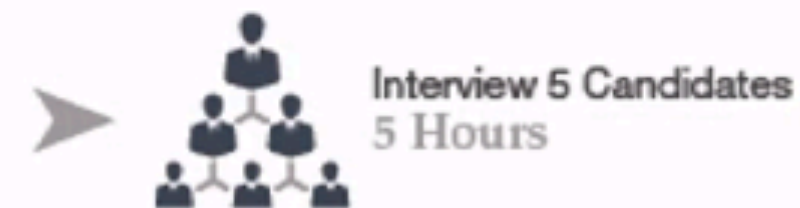
Objective
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Leverage Assessments

Traditional but Ineffective

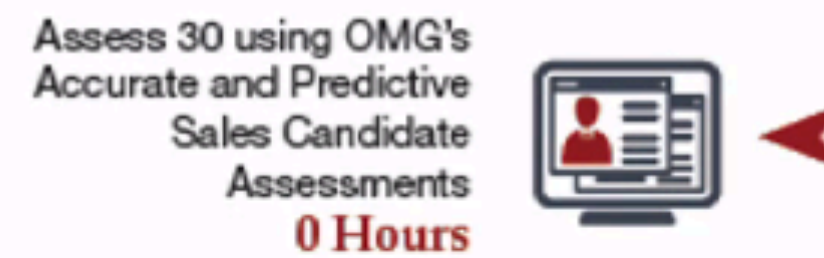
20 Hours to a 50/50 Chance of Success



Select 1 and Hope & Pray

OMG Proprietary and Effective Method

5 Hours to a 90%+ Success Rate



Select with Confidence



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Leverage Assessments



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ACCURATE & PREDICTIVE

over

Of the Nearly 2 Million Salespeople
Assessed by OMG...

92% of **recommended and hired** candidates reached the **top half** of the sales force within 12 months.



OTHERS



75% of candidates that were **not recommended** but **hired anyway** **failed** within 6 months.



OTHERS



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Finding the Best People

- Evaluate the current sales force (*know the answers*)
- Create Tailored Fit
- Create sales profile
- Write great sourcing copy
- Test ALL respondents
- Phone screen recommended candidates
- Interview the top candidates
- Hire the best candidate(s)

S.T.A.R.



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Finding the Best People



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