



**Business Performance  
Improvement Specialists**

# **The Top 8 Action Steps Salespeople Can Take to Hit Their Sales Quota**

**According to a Study of 3,000  
Successful Salespeople**



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## Selling is a Premeditated Sport

Sales education is abundantly available to sales and marketing executives wherever you look. From Internet webinars to audio CDs and free public seminars, there is some guru on every street corner telling you their secret to increase sales and greater wealth. At the Value Forward Group, we focus specifically on using best practices information to drive our marketing, sales and strategy recommendations to help you increase your personal success and your corporate revenue capture capability. Instead of focusing on fluffy generic recommendations, we seek to determine specific sales cycle adjustments you can take to increase your success.

Through the Value Forward – BDM News newsletter, we surveyed successful salespeople who hit their sales quota and discovered 8 tactical implementation actions you can take immediately to increase your sales quota attainment. With over 3,000 survey responses and 30+ success variables reviewed on best practices for sales quota capture achievement, this study's results help determine what gaps you may have in your current approach and what you need to do to reach your assigned sales quota or goal faster.

### ➡ 1 – Treat your sales job as your chosen life career.

Salespeople often fall into their sales career and end up staying in their position because they like the income it generates for them and the freedom it affords them. A sales career was never in the original life plan. Often, if they went to college, their academic major was not business -- yet here they are -- full-time salespeople. When you speak with salespeople, many will tell you that they have other aspirations. They want to open a restaurant, play golf professionally or become an entrepreneur -- just not be in sales. A key success driver for salespeople to hit their assigned sales quota is to accept that this is their life job and to be proud of it.

### ➡ 2 – Cold call new prospects on a regular weekly basis.

Salespeople hate to cold call. They believe it is a wasted effort, below their station in life, that it is a junior salesperson's responsibility and think that it is their management team's job to generate leads . . . not their's. Yet, this study conclusively confirms that top salespeople who hit their assigned sales quota on a regular basis, cold call. Cold calling is a senior salesperson's job requirement. When you cold call, you eliminate intermediates who may communicate your value differently than you do. When you cold call, you specifically target titled decision makers.

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When you cold call, you canvas a wide net of potential prospects, find prospects that are already in the buying cycle and shorten your selling cycle. Is cold calling laborious and difficult? Yes. But when done correctly and persistently . . . it works. Professional salespeople always cold call.

### ➡ **3 – Sell business results, not your product or services’ features, functions or attributes.**

In sales, you don’t sell products or services. Instead, you sell the business results your products or services produce. Yet, many salespeople when communicating with prospects describe in exhaustive detail their offerings operational attributes. Per our study results, successful salespeople bypass analytical and physicality discussions about what their offerings are and focus on how their offering is used as a tool to create business results.

### ➡ **4 – Talk like a buyer – not like a vendor.**

It is easy to fall into a communication pattern where you as the salesperson take on the vernacular language of your company’s corporate speak. This vendor messaging repels buyers because they see you as a vendor and not as a peer. To increase your sales quota attainment, talk like a buyer. When you talk like a buyer, the buyer subliminally sees themselves, drops their no talk zone filter, and absorbs the value of what you have to offer. When selling CFOs in manufacturing, sound like a CFO in manufacturing. When selling CIOs in health care, sound like a CIO in healthcare.

### ➡ **5 – Plan your sales day in detail.**

Time management and individual productivity are key business drivers for sales success. According to our study, salespeople who schedule their day in detail, statistically close more sales. Do you schedule cold calling in you day planner like an appointment that you have to keep? Do you write down at least 2 big goals you wish to accomplish every day? Do you have a personal written sales plan that you follow?

### ➡ **6 – Role play with your sales peers.**

According to our study, role playing is the number one sales training tool that can help you hit and surpass your assigned sales target. Role playing allows you to simulate real world prospect

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sales objection management, practice presentation skill requirements and create stress environments that help you improve your selling skills. The average survey respondent said that they role played at least once a week. When was the last time you role played?

## ➡ 7 – Know your personal sales metrics.

Selling is a premeditated sport. Each stage of your sales process requires time and specific action steps for quota attainment to happen. Our study communicated that successful salespeople know their personal sales metrics needed to close deals. How many cold calls does it take you to generate one appointment? How many executive presentations does it take for you to generate one proposal? What is your client ratio for proposals submitted? Each of these personal sales metrics must be documented and managed to help you increase your revenue capture.

## ➡ 8 – Invest in your own sales career.

Are you waiting for your management team to spend money on your sales career? Top salespeople (according to our study) invest their funds in their own sales training. Plumbers go back to school every year to improve their professionalism. Lawyers attend continuing education classes to keep their status in good standing with the bar association, but why do salespeople buy one book for \$20 every three years and think they know everything? True professional salespeople treat their job like a profession. At the Value Forward Group, we recommend that salespeople spend .05% to 1% of their annual gross income on their education. Don't wait for your employer – invest in your future.

## Conclusion

Sales quota success can be tied specifically to best practice variables that describe the behavior needed to be implemented for you to hit your assigned goals. These 8 variables from our independent study coupled with the assignment of an accurate sales quota statistically will increase your likelihood of goal attainment. The underlining linkage of these 8 sales quota success variables is planning and action. Without these two variables, nothing happens. Act and you will sell more.

## About Value Forward Network

Founded in 2001 by Paul DiModica, author of *Value Forward Selling, Sales Management Power Strategies, Value Forward Marketing*, and *CEO Power Strategies*, the Value Forward Network is the largest CEO Consulting Group in the United States for small to medium sized (SMB) businesses with annual revenues from \$1 Million to \$200 Million. We work with start-ups, privately held companies, and Fortune 1000 companies in both the public and private sector. With offices in five countries, our management consultants coach CEOs and their team members to increase corporate performance by integrating finance, marketing methodologies, sales processes and corporate strategies into one outbound revenue capture program. Our management consultants consist of seasoned executives, including former CEOs, VPs of Sales, VPs of Marketing, and senior management executives who bring strategic and tactical business success to their clients.

## About Advantage Business Solutions

Advantage Business Solutions has been assisting forward-thinking executives with integrated management planning, strategic business consulting, and dynamic financial analysis for over thirty years.

We work with CEOs, principles, and executives to create and institute the best possible business strategies and practices in order to streamline their operations and integrate the complexities of their organization into one harmonious system. Utilizing the Value Forward methodologies and our years of experience, our goal is to help improve revenue, reduce risks and unnecessary expenditures, and build more effective leadership teams.

We take a team approach to advising you on the best strategic and tactical action steps needed to hit your targeted objective. Our dedicated professionals are proud to provide top-tier quality executive coaching, hands-on business management guidance, analytical financial planning, and systems integration instruction.

Advantage Business Solutions is a certified partner of the Value Forward Network.

## Contact Information

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