

Hi Guys,

Please make the time to carefully review the note below.

You will find some great ideas to implement to help you grow sales and become of more value to your distributors.

You should also make the time to review the list of ideas to grow sales that we sent out a month or so ago.

Regards,

Hello All,

Just wanted to share my notes from today's conference call. Not all of you were on the call but I believe this info does pertain to anyone in sales.

It was a lot of review but I believe **very important!**

After attending a quarterly business review and a monthly meeting with sales management Friday, as well as our management team meeting, the following things came to mind:

Some things to remember in best practices as a RM or representation of Nuance Solutions:

1. Must hold quarterly meetings with upper management to hold each other accountable to your action plans!

- a. If 4 per year is not do-able then go for 3 but these are a must if you want growth
- b. Be well prepared with agenda and action steps and hold their previous action steps accountable

2. Must meet with sales management on pipeline on a monthly basis!

- a. Make it a tool and not the homework assignment
- b. Get the \$\$ value on the accounts. Beware of not letting your time be wasted with small opportunities! Set your standards for end user calls and stick to them. You will make your goals if you follow that rule and work the right size account.
- c. Track the closes and the dead accounts just like your pipeline. Make it work for them and be flexible on how they want it to look. Be sure to keep the integrity of the pipeline and keep the dates UP TO DATE!! Nothing worse than reviewing all next steps in pipeline and they are in the past.

3. You have to work with the top reps!

- a. Yes, you will be stuck with the newbies, the low person in performance that the manager wants YOU to assist in their failure, and on and on. IF **YOU** don't get to the **BIG DOGS** you won't get to **YOUR NUMBER!!**

- b. Don't be shy and don't think that your stuff isn't important enough. Ask for permission to add value to their core accounts. Many times they won't have time to be with you but can set up the appointment, LET THEM, and bring home the bacon!!

4. Count the number of "Touches" per month!

- a. Must have entire sales force, management, marketing, and sales support on Distribution Lists. Send out informational Blasts about once per month. Any more than that and you may risk being ignored. Any less and you are not planning your success.
- b. Sales call is a touch, email is a touch, phone calls are touches, visits to facility, sales meeting... Track it and use it for your pipeline and management meetings. If you are doing the right things this is a powerful tool to demonstrate your commitment. If the touches don't add up you will be exposed at your reviews.

5. Share Success

- a. For every major close on your pipeline share that success with the distributor team. Use your skills to tell a brief story and include the amount of new business per year and the GM% if it large enough to tout.
- b. Send another version without names to "other" distributors (watered down version) to wet their whistle.
- c. Make sure you copy your Nuance Sales Team so that they may use your success to all of our advantage.

6. Referral Selling

- a. Every major close should be followed by a request for a referral letter once the program is in place and running smoothly. YOU write the letter and ask for input from the end user and make it easy for them to get this done. It HAS to be on their letterhead and signed by THEIR contact.
- b. Ask for (thanks Bill Huss) the end user to "sponsor" you into another like account or in a specific association they belong to of like accounts. There is no faster way to multiply success than to get referrals. **PEOPLE BUY FROM PEOPLE THEY KNOW AND TRUST!**

7. Offer new ways to Educate!

- a. It is getting harder and harder to get distributors to give you the time of day to educate. Offer alternatives:
 - i. Webinars: Easy way to get large group together with little cost. If you can provide live video great, if not, be prepared with a good Powerpoint and incorporate relative examples and make it powerful!
 - 1. Enviro-Solutions does a great job of offering the U-Tube and E-Learning modules. Use them!!
 - ii. Seminars: Don't do 20 floor stripper demos. Get a big client and ask permission to bring OTHER clients to 1 demo and make it a seminar. **KILL MANY BIRDS WITH ONE STONE!!**
 - iii. Lunch & Learns: Get a pizza or two, come in and talk your success, do that extra review of what is working. Offer the pizza/training to their customer service staff. Believe me that kindness is not forgotten. Ask questions and bring some \$1 lotto scratch off's as prizes to correct answers or good questions. That \$10-\$20 buck investment brings a whole new level of attention.

- iv. Make it fun!! For a big enough distributor create a game and play it at a meeting. Enviro Jeopardy etc... Call me for ideas on this.

8. Teach & Do Demos!

- a. You need to demo to sell. Positive emulsion table top/ Double bucket PE demo/ and on and on. Record how many you do over the next 60 days and set a reminder in your calendar to grade yourself every 60 days. What is the right amount? Your sales figures will dictate that. Track your closes as well! More ammo for your quarterly review meetings. Go look at your office today (vehicle). If it is a mess and not prepared get it done. Have your literature, customer files, demo gear ready to go. Be the Man Scout and **BE PREPARED**
- b. Look yourself in the mirror after every 60 days and if you have done your best you'll have no problem congratulating yourself.

9. Time Management!

- a. Get your schedule out 4 weeks minimum. Have a plan and stick to it and have the discipline to plan every week. Set a time on your calendar, best done off hours, and do nothing but plan! Update YOUR pipeline and get your tasks done. Don't procrastinate and don't skip a week b/c you deserve a break. That one skip will lead to 2 and then 10 and you will not run your territory, it will run YOU.
- b. Seek help if you need it in planning. There are A MILLION books or call me. We can work on this together.

10. HAVE FUN!!

- a. Smile, laugh, don't take yourself too seriously. Enjoy what you do. You spend over 50% of your awake hours working & you have the trust and benefit of being in the profession of sales (where you create your hours), be a pleasure to work with. Project a positive and intelligent demeanor and you will win more persons' confidence and more **SALES!**

I hope you have took the time to review this and you act on it!

Happy & Successful Selling!



Sean Hoffman
Vice President of Sales - Nuance Solutions
900 East 103rd Street, Suite D, Chicago, IL 60628
Office: 773-928-2375; Mobile: 630-917-0577
shoffm1@nuancesol.com
www.nuancesol.com



"Nuance Solutions - Dedicated to the success of our People, Customers and the Environment by focusing on innovative technology. People and Products you can count on."



Please consider the environment before printing this e-mail