



# Business Munch

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July 2007

Developing great sales professionals who can compete and win

*Keeping in touch!*

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[paul@salespartners.co.nz](mailto:paul@salespartners.co.nz)

p: 04 586 4733  
m: 021 784 070

Hi and welcome to the Business Munch. Since the last Munch, we've now opened the Wellington Office of Rev. [Rev](#) are a specialist sales recruitment and consulting firm, so if you are looking for great sales people, please give us a call. To munch on this month:

**Starter:** Learn before you earn  
**Main Course:** How long should it take new recruits to get up to speed?  
**Dessert:** The one piece of advice you can't sell without

Take a moment to look at the complimentary e-book that is dished up for dessert!

## Starter

### Learn before you earn

I went to listen to a Brad Sugars seminar recently. He is a multimillionaire owner of forty something businesses. Having heard him before I knew what to expect - he is a great 'entertrainer', he's got a lot of money and an ego to match. It was a very enjoyable evening.

He started by making a very important point. He was referring to being in business generally, but it applies particularly to anyone in sales:

### **You have to learn before you can earn.**

It took me back to what has happened in every technical sales job I have been employed in. Do these two examples from my experience sound familiar?

1. After some ad-hoc product training during the first week, I accompanied the sales manager on a sales call. He was unprepared, asked no questions, and achieved nothing - other than leave a brochure. That was then end of my formal induction - I was supposed to be prepared to represent the company.
2. During the first week I read some technical data books, papers and corporate 'fluffy' brochures. I spent a day on the production floor. Next step was to visit some clients with the previous incumbent in the job. He had only been in the job for a few months himself. Most customers he was seeing for the second time. The 'handover' was limited to a meet and greet. The conversations got no further than social chat. I was then supposed to be prepared to represent the company.

I am sure I'm not alone with these experiences. It takes a long time to get up to speed (and earn), when you are left to figure it out for yourself on the job.

Need a speaker for  
your next sales  
meeting?

Call us to discuss  
how we can provide  
some food for  
thought for your  
sales team....

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## Main Course

### How long should it take new recruits to get up to speed?

Sadly the situation I describe above is probably the norm. In many companies, I find the formal induction process falls short in helping the new sales recruit to be credible with clients from day one.

Expectations of new sales people are high, and promises from employers are high. Reality can be very different and the result is often frustration for both parties. Recent research published in the CSO Insights 2007 survey show the number of companies whose new recruits take over a year to become effective has doubled in the past 4 years to over 25%. If the new recruit is expected to bring in say \$1m of business per year, then this is a costly time! If the person gets frustrated and leaves, the whole process starts again adding to the cost.

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As well as understanding their own business, sales people who are selling solutions need to understand their clients business, why they are clients, and what sort of problems or issues they have that causes them to buy. This goes well beyond what most inwards looking HR departments will put together in an induction programme. With the correct platform and preparation, sales people can be of value and winning from day one.

In the medical profession, about 30% of training is on the human body (the product knowledge), and the possible treatments (solutions). The rest of the training is on diagnosing conditions. Doctors don't prescribe until they know what the problem or condition is. Product knowledge is only applicable once the diagnosis of the problem is done.

The sales profession has to take the same lead, and focus the learning on the customer and why they do business with us (the conditions), as much as the product knowledge.

There are several steps to a comprehensive sales induction that will help sales people get up to speed quickly. These are just three of the priorities for the new recruit:

1. Be able to assimilate and present information about the company and its capabilities to a prospective customer, **communicating the competitive advantage of the company.**
2. Demonstrate an **understanding of the business of their customers**, the issues they have in the absence of the solutions and why they do business with the company.
3. Be knowledgeable of the range of products or services and **most importantly how that product or service solves clients' issues and problems or is of value to clients.** This connection is often overlooked.

The [Quantum Sales Induction](#) from Sales Partners International will help bring your new recruits up to speed quickly. Call me now to discuss how we can do this.

## Dessert

### The one piece of advice you can't sell without

From 11 experts on selling professional services.

In this complimentary e-book, 11 industry experts were asked to give one piece of advice on selling. They answered the question independently, and they all address different but equally important aspects of selling.

Alan Weiss (Million Dollar Consulting), Seth Godin (Small is the New Big), Jill Konrath (Selling to Big Companies), and others all provide valuable insight on selling.

Enjoy this – there are some gems here!

Read it here: [The One Piece Of Advice](#)

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#### A Parting Thought .....

*Never wish life were easier, wish that you were better.*

Jim Rohn

**Have Fun!**

.....**Paul**

*If you know anybody who would be interested in reading the Business Munch, then please forward this on to them.*

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Paul Newsom helps professional sales people to develop into top performers who can compete and win in a complex sale.

Paul shares his experience of 20 years in professional sales to help sales people to differentiate by the way they sell.

He provides recruitment services, one on one coaching, facilitates workshops and training for sales teams, and works alongside clients to develop a strategic approach to win large complex projects.

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m: 021 784 070

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