Growth Strategies
That Motivate People and
Produce Meaningful Results

Joe Micallef – Sales Strategist & Coach
September 16 – IBA Annual Convention
Winning Team

Perfect Alignment of Strategy & Culture
WINNING TEAM

➢ Greater engagement
➢ Highly skilled
➢ Consistent beliefs & behaviors
➢ Low team turnover
➢ Better strategic commitment
➢ Agile competitive responses
➢ Deliberate & Determined Action
Growth Strategies
That Motivate People and Produce Meaningful Results

1. Why Culture Is Important
2. Create a GREAT Growth Strategy
3. Coaching for Success
What is Sales Culture?
“The Way We Do Things”

- Edgar Schein -
Signs of a Non-Winning Sales Culture

- Managed not Lead
- Minimal formal coaching
- Uninspiring team meetings
- Little strategic collaboration
- “Sales autonomy”
Consequences of a Non-Winning Sales Culture

- Poor staff engagement
- Minimal skill development
- Complacency
- High staff turnover
- Poor strategic execution
- Market reaction slow
81% of executives agreed that a company without a winning culture is doomed to mediocrity

- Bain & Company -
CULTURE eats strategy for breakfast

- Peter Drucker -
Leadership & Environment
motivate excellence
Three Keys to Excellence

- AGREE on Activity
- COACH Activity
- REVIEW Activity
Create a **GREAT** Growth Strategy

<table>
<thead>
<tr>
<th>GREAT</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>GATHER</td>
<td>Gather your team for a collaborative planning session.</td>
</tr>
<tr>
<td>REFLECT</td>
<td>Reflect on your SWOT and past performances.</td>
</tr>
<tr>
<td>XPLORE</td>
<td>Explore your WHAT, HOW &amp; WHY.</td>
</tr>
<tr>
<td>GREE</td>
<td>Agree on activities and challenge limiting beliefs.</td>
</tr>
<tr>
<td>TAKE ACTION</td>
<td>Execute the strategy and implement review process.</td>
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</tbody>
</table>
Aligning the What, How & Why
Determining your Growth Strategy
• WHAT is your Value Proposition?
• WHAT problems do you solve?
• WHAT makes you different?
• WHAT are your Specific Target Markets?
• WHAT are your Goals?
• Consider SWOT Analysis
• HOW do you Engage Targets?
• HOW will you Persuade Targets?
• HOW will you Retain/Grow your Customers?
• Explore as many “Hows” as possible
• Be specific about best practice
• WHY have you chosen the WHAT & HOW?
• Always “test” your strategy
• **WHY = MOTIVATION + CONFIDENCE**
• Make the WHY personal
Three Keys to Excellence

✔ AGREE on Activity
☐ COACH Activity
☐ REVIEW Activity
Coaching for Success:
Building Sales Confidence

- Confidence
- Action Behavior
- Results
- Beliefs
- Expectations

Coaching for Success: Building Sales Confidence
Coaching for Success
Inspiring Leaders To Coach

**Leaders - Good Consistent Coaching**

- Coach Behaviors, Skills & Beliefs
- Challenge Status Quo
- Observe Requested Behavior(s)

**Team – Robust Culture**

- Engage in Sales Conversations
- Sharpen and Grow Skills
- Experience the Skills Trained
Coaching for Success
Inspiring Leaders To Coach

Create a Coaching Cadence

- Annual Conference
- Weekly Team Meetings
- Bi-Weekly Team Coaching
- Monthly 1x1 PLAN Meeting
- Joint Customer Meetings
Coaching for Success
Inspiring Leaders To Coach

1. Content
2. Discussion
3. Practice
Coaching for Success
Inspiring Leaders To Coach

Team Coaching Planner

• Specific Skill & Research
• Best Practices Discussion
• Assign Field Exercise
• Share Notes - Playbook
• Provide Feedback
Three Keys to Excellence

- ✓ AGREE on Activity
- ✓ COACH Activity
- ☐ REVIEW Activity
<table>
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<tr>
<th>PERFORMANCE</th>
<th>List key results/goals that you can measure and review</th>
</tr>
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<tbody>
<tr>
<td>EARNINGS</td>
<td>What is working, what isn’t and why? Consider your development/support needs.</td>
</tr>
<tr>
<td>ACTIVITY</td>
<td>Identify monthly activity that you can perform and review each month</td>
</tr>
<tr>
<td>NUMBERS</td>
<td>Review pipeline and the probability of achieving results/activities next month</td>
</tr>
</tbody>
</table>
Three Keys to Excellence

✓ AGREE on Activity
✓ COACH Activity
✓ REVIEW Activity
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Post Conference Tasks

1. Commit to Collaborative Planning
2. Support a Coaching Cadence
3. Refine Performance Reviews
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