



*Jim Pancero*

---

Advanced Sales & Sales Management Training & Consulting

---



*Present*

**“How to Be More Than Just Another  
Sales Manager – How to Become a  
Sales Leader”**

Questions? You may contact Jim at:  
952-913-8998  
[jim@pancero.com](mailto:jim@pancero.com)

Name \_\_\_\_\_

## ABOUT JIM PANCERO



**Jim Pancero** has the most advanced, leading-edge "business-to-business" sales and sales management training available today. Everything he does is extensively researched and has one bottom line focus...to increase an organization's strategic competitive advantage and market uniqueness.

Jim's work focuses on sales organizations with high priced, large and/or competitively complex products and services. His information-intensive keynote speeches, training programs and in-depth consulting work detail his innovative selling processes and strategies for the new economy and global marketplace.

Even during a sixty-minute keynote, Jim provides the most experienced members of his audience with proven, immediately usable advanced ideas to increase their competitive advantage and enhance their selling processes. His combination of humor and real-world examples evolved from his experience researching and training in over 80 different industries.

Jim has been directly involved in "business-to-business" selling for over 40 years. Six of those years were spent successfully selling the largest computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career he earned several awards including the coveted "*Golden Circle*" designation annually awarded to the top 5% of their international sales force.

In 1982, Jim founded his advanced sales training and consulting company. Since then, Jim has conducted over 3,000 presentations or consulting days for 600 companies providing a career average of five events per client. Over 90% of Jim's clients utilize his services more than once. You can learn more about Jim at [Pancero.com](http://Pancero.com) as well view video clips on [YouTube](https://www.youtube.com)®



## LET'S MAKE SURE WE ARE ALL USING THE SAME TERMS...

### - Your age tends to define your philosophy

|          |  |
|----------|--|
| Over 90  | - "The Greatest Generation" (Born before 1925) |
| 71 - 90  | - "The Silent Generation" (1923 to 1944)       |
| 51 to 70 | - "Baby Boomer Generation" (1945 to 1964)      |
| 38 to 50 | - "Generation X" (1965 to 1977)                |
| 16 to 37 | - "Generation Y / Millennials" (1978 to 2000)  |
| Under 15 | - "Generation Z" (2000 to 2015)                |

### - Dominant generations that significantly changed (or will change) our culture and the way we do business

|                 |   |
|-----------------|---|
| <b>Over 90</b>  | - <b>"The Greatest Generation"</b> (Born before 1925) |
| 71 - 90         | - "The Silent Generation" (1923 to 1944)              |
| <b>51 to 70</b> | - <b>"Baby Boomer Generation"</b> (1945 to 1964)      |
| 38 to 50        | - "Generation X" (1965 to 1977)                       |
| <b>16 to 37</b> | - <b>"Generation Y / Millennials"</b> (1978 to 2000)  |
| Under 15        | - "Generation Z" (2000 to 2015)                       |

### - Now is a time of major change...a changing of the leadership guard

- Over 50% of U.S. workforce are millennials
- Last 30 years was ruled by Baby Boomers and their philosophies
- Next 30 years will be ruled by Millennials and your philosophies

## WHAT DIFFERENCES DO YOU SEE BETWEEN BABY BOOMERS AND MILLENNIALS?

### BOOMERS (Born 1945-1964)

### Millennials (Born 1978-2000)

**Sports played as kids**

Independent neighborhood games

Team games with rules, coaches and uniforms

**View of Technology**

Resistant and unresponsive

Center of their life

**Communications with friends**

Infrequent with selected few

Ongoing dominated by “group talk”

**Project or selling philosophy**

Gun fighter

SWAT Team

**Research & Info collection**

Few but deep

Wide but shallow

**Success goals at work**

Win...be the competitive best

Be the greatest contributor to team’s success

**Expectations of their manager**

Independence – Left alone until they ask for help

Direction – Pulled into ongoing coaching and planning support

**Wants to communicate**

1<sup>st</sup> by phone, 2<sup>nd</sup> by email

By texting

## **FOUR RULES OF EMPLOYEE MOTIVATION**

**Rule #1 - You cannot motivate anyone to do anything**

**Rule #2 - Everyone is already highly motivated**

**Rule #3 - People are motivated for their reasons, their experiences and their culture**

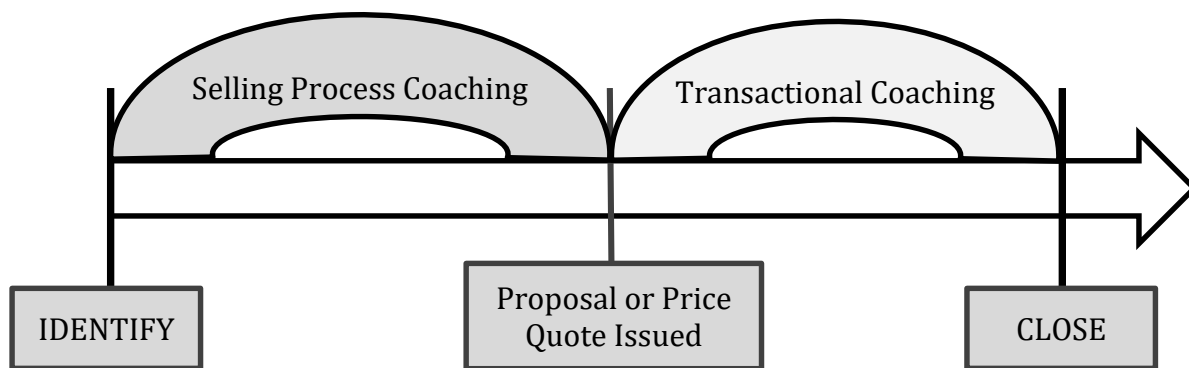
**Rule #4 - All you can do as a leader is create an environment for each individual to motivate themselves**

- Bill McGrane, Jr. - Cincinnati, OH

## THE CHANGING DEFINITION OF A SALES LEADER

**Sales managers spend majority of their time acting as “Head Doer” and little time as “Head Selling Coach”**

- Majority of sales managers are currently carrying some territory responsibilities
  - *The greater your personal selling responsibilities as a manager...the more reactive you will be as a coach and leader of your sales team*
- Sales managers function more as “Transactional” sales managers than as “Selling Process” coaches and leaders of their sales team



### - Transactional Sales Coaching

- Reactive – Starts after proposal is issued – “My door is always open to help”
- Major focus is to help close the business with minimal loss of margin
  - *“Cut it to win it”*

### - Selling Process Coaching

- Proactive – Starts involvement before rep makes first call on prospect (optimum) – “Get in here and tell me how the Jones account is progressing.”
- Major focus is to help define account selling strategy and multiple stepped tactical implementation plan
  - *“Get it set up correctly from the beginning”*

## WHERE DO YOU FOCUS YOUR COMMUNICATIONS?

### **Future** – “So what can you do so we don’t have this problem again?”

- Forecasts and quotas
- Message of uniqueness development
- How to gain a competitive advantage meetings

### **Today** – “So what do you plan to do to fix it?”

- Status reports
- Call planning meetings
- Customer sales calls
- Problem resolution activities

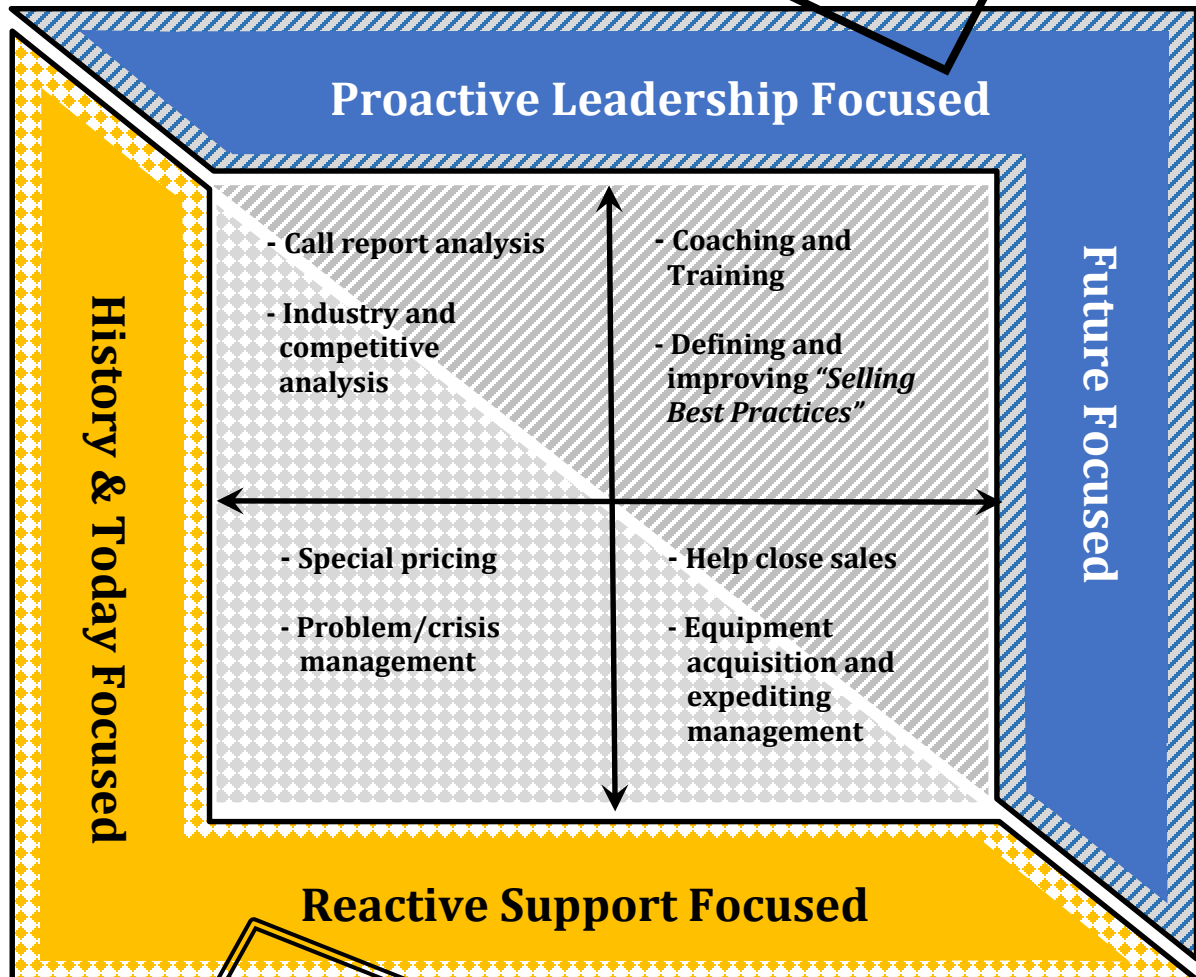
### **History** – “So what happened?”

- Call reports
- Expense reports
- "*What happened?*" meetings

## ARE YOU A SALES LEADER OR JUST A SALES MANAGER?

### "Sales Process" Sales Coach and Leader

- Asks "how" and "why" questions that focuses on improving the selling process
  - "How are you planning your next selling steps with this buyer?"
  - "Why aren't you also talking with their financial buyer?"



### "Transactional" Sales Manager

- Asks "what" and "who" questions that focus on winning the transaction
  - "What's it going to take to close that proposal?"
  - "Who else do you think will close this month?"



## HOW TO STRENGTHEN YOUR "SELLING PROCESS" COACHING LANGUAGE

### **"Transactional" Sales Managers Coaching Language**

- **Tell/Lecture**
- **Focus on the negatives to fix and improve performance**
- **Think and plan for your "next best" move**
- **Focus on "history" and "today" issues**
  - "What did you do?"
  - "How are you going to fix this?"
  - "What can you do to close this?"
- **Follow the "Golden Rule" as a coach**
  - "Treat others as you want to be treated"

### **"Selling Process" Coaches and Leaders Coaching Language**

- **Ask questions**
- **Focus on the positives and efforts to fix and improve performance**
- **Think and plan more moves ahead than either your customer or competitors**
- **Focus on "future" focused issues**
  - "What did you learn?"
  - "What do you plan to do next?"
  - "What else can you do to increase your competitive advantage?"
- **Follow the "Platinum Rule" as a coach**
  - "Treat others as they want to be treated (forgetting about yourself)"

## KEY COACHING LANGUAGE AND COACHING TERMS TO ASK

***- "And then what?"***

- To help your reps think and plan more moves ahead

***- "Who else can you be calling on and improving your relationship?"***

- To help your reps get higher, wider and deeper within a customer or prospect

***- "Is this the best thing to be working on...or are there better investments of your time and attention?"***

- To help your reps focus on the "next best" most important opportunities to be pursuing

***- "Who else on your team can be helping you or doing this activity for you?"***

- To help your reps stop doing everything themselves, to help them use their entire team and to become more efficient and effective in their selling efforts

***- "Are these coaching and planning sessions helping you and your selling efforts?"***

- To provide you with feedback from your rep as to the effectiveness of your selling suggestions and coaching help

***- "What else can your company and your support team be doing to help you sell more (at higher margins)?"***

- To help your reps identify how they can better use your support team to increase their selling effectiveness and results

## **KEYS TO YOUR COMPETITIVE ADVANTAGE AND INCREASED SALES**

**1) Strong response to “Why buy from you?” consistently delivered by your entire team.**

**2) Defined (and coached to) “Selling Process Best Practices.”**

- “*ID to Close*” new business selling process.
- “1/1 to 12/31” processes to support your best customers.
- Operational “*Steps of a Sales Call*” and “*personality flexibility*” skills.

**3) Proactive “Selling Process” coaching to all team members.**

- One to four hours a month, (for each assigned sales person), discussing “*Future Focused*” account and territory planning and strategy.
- Free up time to coach.
- Each sales person adds a written plan for his or her most important accounts and prospects each month

## VISIT *PANCERO.COM* TO ENHANCE YOUR SALES AND SALES MANAGEMENT TRAINING

- **Blog Articles** for Sales Pros and Sales Managers to help you with In-House training. Each article has a "Print & PDF" button that will format the article for your printer or create a PDF, your choice. <http://www.pancero.com/videos-audios-evaluations/>

- **MP3's** - MP3 audio training by Jim that you can listen to while on the go, can be played from your phone or tablet. <http://www.pancero.com/videos-audios-evaluations/>

- **Videos** - Watch training videos from Jim. Sales and Sales Management topics are covered, including new videos covering SWAT Team Selling and more coming so bookmark the site. <http://www.pancero.com/videos-audios-evaluations/>



The screenshot shows the Jim Pancero website. At the top, there's a header with a photo of Jim, his name 'Jim Pancero', and contact information: '800-526-0074 (952) 913-8998'. Below the header is a blue navigation bar with links: Home, Speaking, Consulting, Free Resources, Blog, About, Contact, Book Jim, Store. The main content area features a video player with two video thumbnails: 'Overview of SWAT Team Selling (for owners and m...)' and 'The Four Steps to Selling Success'. Below the video player is the text 'Advanced Sales and Sales Management Training and Consulting'. There are three columns of services: 'Speaking Presentations', 'Sales Management Consulting', and 'Free Sales Skills Evaluation'. Each column has a brief description and a 'Learn more...' link. At the bottom of each column is a button: 'Sales Specialist', 'Consultant', and 'Take the Evaluation'.

### TAP INTO THE APP!

Have Jim's expertise at your fingertips, Videos, Audios, Articles, Sales Evaluation, available anytime to help sharpen your selling and sales management skills. Available now for iPhone, iPad, Android, Tablets. Search for: Jim Pancero



### Evaluate Your Skills! Free 20 Question *Sales and Sales Leadership Tests!*

The 20-question multiple choice *Sales Evaluation for sales reps* is a comprehensive analysis tool designed to help you as a sales rep increase awareness of your strongest selling skills, as well as the skills that, if improved, could most help you increase your selling abilities. [www.pancero.com/sales-evaluation](http://www.pancero.com/sales-evaluation)

The goal of the 20-question multiple choice *Sales Leadership Evaluation* is to help improve your ability to lead a sales team. By answering these evaluation questions, you can learn specific skills that could improve your leadership success. [www.pancero.com/sales-leadership-evaluation](http://www.pancero.com/sales-leadership-evaluation)

**Both tests can be taken multiple times to see how your skills are increasing and all tests results and analysis are instantly available online and emailed.**



**Connect with  
Jim on LinkedIn**

<https://www.linkedin.com/in/jimpancero>



**Sign up for email  
updates!**

<http://www.pancero.com/get-email-updates/>