

What do winning sales organisations do differently?

For the past 3 years Miller Heiman has undertaken a comprehensive annual research study of sales practices, success metrics and the success factors associated with Winning Sales Organisations (WSOs).

Winning sales organisations are defined as those that:

- ✓ Increased revenue over the previous year
- ✓ Increased the average account billing
- ✓ Acquired more new accounts compared to the previous year

Only 8% of all organisations evaluated in the study achieved all three characteristics!

Although the research examined more than 40 key factors in 7 areas of activity, it was the top 5 areas that distinguish WSOs from the rest of the pack. These five areas are:

1. WSOs make smart decisions when it comes to pursuing opportunities

“WSOs have a proactive, disciplined and highly structured approach for knowing when and where to focus their selling efforts. They define the ideal customer and identify the client’s concept of what they are trying to fix, accomplish or avoid.”

2. WSOs effectively call on Decision Makers

“Across all companies, 49% say decisions are moving up to a higher level. Study results indicate that WSOs are more likely to have an effective and standard approach to identifying decision makers and buying influences than non-WSOs.”

3. WSOs excel at managing relationships with their most important accounts

“WSOs take the long view, look beyond current revenue and bet their future on growing long-term relationships, which bring measurable value to the customer. WSOs know their customer’s business inside and out, and track changing business requirements of each account.”

4. WSOs hire great people and put them in the right situations to enable them to be successful

“It sounds simple. Put the right person in the right place. Benchmark critical skills of top sales performers, and use them to make hiring decisions. Coach your team. Make your coaching actionable. WSOs accomplish this better, avoiding the enormous cost of employee turnover, which steals directly from the bottom line.”

“This is a huge opportunity for the biggest bang-for-the-buck impact. An objective assessment tool based on competencies of top sales performers, helped

WSOs leverage their expertise throughout the organisation and reduce turnover. By identifying sales success factors and reflecting these in the hiring assessment tool, WSOs increased productivity and decreased sales force churn.”

5. WSOs excel in Management Controls and far surpass non-WSOs

“WSOs adopt a common sales process that extends beyond sales to other functional departments including marketing, finance and product development. They have a process to form and manage the right interdepartmental team to maximise value for the buyer and the seller.”

At Profiles International, we focus on understanding and objectively measuring the critical success attributes of employees to ensure applicants fit the job the first time. This critical “Job Match” or “JobFit” is designed into our assessment solutions and will help you avoid costly mistakes, identify and develop leadership skills of supervisors/managers/executives and, ultimately, increase the retention of top performing employees.

If you would like to know more about JobFit and benchmarking roles by identifying and quantifying the critical success attributes of your top performers, please email Mark Purbrick (mark@profiles.net.au)

For a free Fact Sheet on improving Recruitment Processes, please make your request by emailing info@profiles.net.au

(Above quotes and data attributable to the “2006 Miller Heiman Sales Performance Study Executive Summary”)