



**JIM PANCERO**

HELPING YOU BECOME A  
**STRONGER LEADER OF YOUR SALES TEAM**

Advanced Sales & Sales Leadership Training & Consulting



**Present**

**“How to Coach, Lead and Motivate Your Sales Team Through Today’s Virus-Impacted World...So You Can Sell Even More”**

**A Sales Leadership Webinar to help you and your team sell your way out of this!**

Questions? You may contact Jim at:

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**Name** \_\_\_\_\_

## ABOUT JIM PANCERO



If you are interested...open... and ready to improve your team's success, then Jim Pancero has answers for you. The proven selling philosophies, processes and structures Jim shares all have just one goal...to increase your personal "Powerhouse Selling Advantage." The leading-edged ideas Jim shares have been researched, validated and fine-tuned through his over 38 years influencing and guiding top performers selling higher priced and/or competitively complex distribution materials, large equipment, or business services. Jim has conducted extensive work within the agricultural industry including training over 3,500 John Deere dealer team members in the US and Canada.

Even during a sixty-minute keynote, Jim's combination of humor and real-world examples provides even experienced audience members who think they've heard it all before and are convinced there's nothing new in sales with immediately implementable concepts that work. Jim's proven concepts center on showing you ways to strengthen the messaging and positioning of your uniqueness and value, gaining more control of your selling processes, and strengthening your leadership team's abilities to coach and lead in today's hyper-competitive economy and global marketplace.

Jim's background includes being a top performer selling large 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.

Since founding his sales training and consulting company in 1982, Jim has conducted over 3,100 speeches, in-depth seminars or consulting days for more than 600 companies in over 80 different industries. Over 90% of Jim's clients have utilized his ideas and services more than once. Jim has also been recognized by the National Speakers Association having earned their CSP (Certified Speaking Professional) designation and been inducted into their Speakers Hall of Fame. This combined honor has only been awarded to less than 3% of their 3,500 professional members.

For more on how to increase your competitive selling advantage visit Jim's [Pancero.com](http://Pancero.com) website, check out his video clips on YouTube® (YouTube channel "[2Sellmore](https://www.youtube.com/channel/UC2Sellmore)"), and complete training courses available at [AdvancedSalesUniversity.com](http://AdvancedSalesUniversity.com)!



"We know you're good. Now the only question is...are you ready to get even better?"

# **Program Agenda**

**SECTION I – How to Lead Today’s Virus-Impacted Sales Team**

**SECTION II – So, What Now?**

# **SECTION I**

## **How to Lead Today's Virus-Impacted Sales Team**

# The Job of a Sales Manager

*“The job of a sales manager . . . is to help each and every one of your people achieve more than they would have achieved if just left alone”*

## **- Are You Investing Your Sales Leadership Time as A Manager...Or A Leader?**

### **- Reactive “Management” Functions**

- 1) Personal sales territory responsibility
- 2) Special Pricing
- 3) Expediting orders
- 4) Problem solving
- 5) Paperwork, internal reports and budget/quota analysis
- 6) Customer “suck up” calls (“Thanks for the business”)
- 7) Hiring/firing

### **- Proactive “Leadership” Functions**

- 1) Managing and motivating your people
- 2) Coaching/training to improve selling skills
- 3) Managing/coaching/leading account planning and selling strategy
- 4) Defining, teaching and monitoring selling “best practices”

# **The 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 - not yours.**

**Rule #4 - All you can do is create the environment for people to motivate themselves.**

*- Bill McGrane - Cincinnati, OH*

## **Selling Traps in A Down Market**

- **Work fewer hours / Take more breaks**

- General loss of energy due the stress of today's unknowns

- Especially with the distractions of spouses also working from home and kids out of school

- **Focus efforts on smaller/easier accounts**

- Or only spend time talking to their customers who are their friends

- **Talk negative...even to buyers**

- **Only responding - Little initiation**

# Which Crisis Phase Are You Currently Facing – And What Can You Do About It as The Leader of Your Team?

## 1<sup>st</sup> Crisis Phase – Stabilization

- Majority of focus is on personal stabilization, establishment of office communications and clarification of scope of work you are able to deliver
- Workers are only focused on themselves and their personal crisis and not as concerned for their customers challenges
- Complete business disruption as offices are closed, home offices set up and distribution channels are disrupted

### **- Sales leadership best practices to be implementing during this phase:**

- Keep affirming your team as they work to stabilize their personal situations
  - Keep asking about their personal home environment, status of family, etc. This is a critical time to be showing you care about your team members as individuals
- Reach out to your best customers to affirm them of your support and asking what their immediate needs are that most need your attention
- Keep reminding your team of your support, that this is a temporary situation we will recover from and asking how you can be of most help to your team

## 2<sup>nd</sup> Crisis Phase – Crisis management, problem solving and expediting of orders

- Reps still reactive in their problem-solving efforts with little to no proactive selling of proposing of new ideas to buyers
  - Reps only “fire-fighting” responding to customer problems and demands
- Team only focused on how to deliver what has already been ordered and already in your pipeline

### **- Sales leadership best practices to be implementing during this phase**

- You need to be monitoring and assessing how each of your sales team members are handling this crisis
- Also, critical you, as the sales leader, check in with your most important customers to monitor and assess how they are doing
  - If you are actively talking (and helping) your customers, then they will be less likely to want or need to talk with your competitors
- As a sales leader it is critical to remain calm, affirming, positive, future focused and responsive
- Also, important to begin formulating your performance expectations and expected work efforts for your team



## **Which Crisis Phase Are You Currently Facing – And What Can You Do About It as The Leader of Your Team? (Continued)**

### **3<sup>rd</sup> Crisis Phase – Trying to get back to work**

- Order fulfillment continues on a “best effort,” yet likely interrupted, basis as warehouse and delivery workers struggle to keep up with demand
- Sales management becomes more organized in their expectations of their workers
  - Managers setting up daily remote conference and video calls with their team and pushing for a full day of work from all members of team
  - Establishing daily work goals and suggesting talking points for reps to make with customers
- Reps initiating a more proactive customer outreach (though still mostly checking in and problem solving and expediting of orders)
  - Majority of customer conversations are “How are you doing?” and “How can we help?”

#### **- Sales leadership best practices to be implementing during this phase**

- Still critical as the sales leader to continue remaining calm, affirming, positive, future focused and responsive to your team
- Critical to maintain daily team meetings and communications to maintain team moral and to share what is (and isn't) working in your customer outreach efforts
- Work expectations, calling volumes and customer outreach efforts need to be ramped up, measured and promoted to all team members
  - Great theme is to keep asking team members “So how do you plan to sell your way out of this?”
- This is a great time for you, as the leader of your sales team, to be reaching out to your most important customers to affirm your company's support
- This is also the time to begin planning your selling growth efforts and how you will use this business disruption to increase your competitive positioning (and advantages) in your markets

## **Which Crisis Phase Are You Currently Facing – And What Can You Do About It as The Leader of Your Team? (Continued)**

### **4<sup>th</sup> Crisis Phase – Trying to be as productive as possible**

- Work patterns and working challenges from home tend to be stabilized
- Managers intensify their work and performance expectations of their team
- Customers now open to new ideas and ways they can lower their risks, improve their productivity, lower their total costs of operations and increase their own competitive edge within their markets
- **Sales leadership best practices to be implementing during this phase**
  - This is an important time to actively be planning your team's selling efforts and how they will begin introducing new solutions and products that will best help your customers in this "new normal" of buying and selling
  - This is also an important time to do some type of remote sales coaching and sale skills training. This will help you build a more positive, and motivated team culture

### **5<sup>th</sup> Crisis Phase – Work returns to the "New normal"**

- Management learns customer expectations within this "New normal" environment
- The best sellers look for ways to use today's "Business reboot" to better position their company and teams to their buyers
- **Sales leadership best practices to be implementing during this phase**
  - Competitive advantages and differentiation will dramatically shift as business restarts into this "New normal"
  - What can you do to increase your team's competitive advantage and differentiation by clarifying and defining:
    - Your "Why buy from you?" selling message of value and uniqueness
    - The steps of your new business "ID to Close" stepped selling process
    - Individual account plans for your most important customers
    - How you plan to maintain and grow your existing customers
    - How you will become a stronger and more effective "Selling Process" coach and leader of your team

## **Your Sales Leadership Is Needed Now More Than Ever...**

### **- Increase your leadership communications and connectivity to each of your team members**

- What is the best communications frequency to have with your team members?
- To be safe...only tell the truth and do not exaggerate your promises
- Keep reminding your team (if you can) of their importance to you and your company's commitment to keeping them employed through this crisis
- Stay and talk positive
  - How can we "Sell our way out of this?"
  - Give workers a chance to vent their frustrations and challenges during this crisis
  - Listening, caring and empathy are all positive motivators for your people
- Keep reminding them this is temporary
- Keep "Future focused" in your coaching language
- Affirm your team as you push them to become more productive, even in an upside-down world
  - It's hard to be depressed and busy at the same time
  - Affirming workers, assigning expected work efforts and monitoring performance are great ways to maintain a more positive attitude and energy within your team

### **- Increase your customer communications asking them what else they need and how you can become an even more valuable partner**

- All your customers need to hear from your sales reps, but you (as the sales leader) also need to be talking with your most important customers
  - Interviewing them on what is happening to them, what they think they need now, and how you can help them become even stronger and more competitive as things recover
- Keep conversations positive, tactical (multiple moves ahead) and-future focused

### **- Strengthen your team' sales tools and messaging**

- What can you do to improve your team's response to "Why buy from you?"
- What can you do to better define and focus your steps selling new business?
- What can you do to better support your existing customers?

## **Your Sales Leadership Is Needed Now More Than Ever...**

### **- Implement “Selling campaigns” so your team is changing their messaging every week during this crisis**

- Most sales reps only ask buyers four questions whenever they call:
  - “Anything you need?”
  - “Anything coming up?”
  - “Anything I can help with?”
  - “How’s the family?”
- Each week want to focus your selling message on some aspect of your service and support, product uniqueness or new offers of help

### **- Improve the selling skills of your team**

- Most sales reps are intuitive. They are strong salespeople but lack much consistency, structure or understanding of selling process
- What can you also do to strengthen and improve your sales leadership skills?

### **- Keep thinking and planning multiple moves ahead**

- This is a fast-changing environment. What can you be doing to be planning what you want your team to be doing next?
- How will you manage and lead your team through the five phases of crisis management?

## **SECTION II**

### **So, What Now?**

# Keys to 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.”**

- Steps of a Sales Call
- “*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 week, (for each assigned salesperson), discussing “*Future Focused*” account and territory planning and strategy.
- Free up time to coach.
- Each salesperson prepares written plan for his or her five most important accounts.

## Develop A Culture of Ongoing Sales Training

### - Best sales training is conducted weekly

- Attendees can join meeting by video chat (Zoom, Facetime, Skype, GoToMeeting)
- Training works best when it is an ongoing full-year process (not just a few random training events)

### - Easiest format for training...Show a video then lead a discussion

- Total time can be as little as 20 minutes

Step 1 – Show a brief video to introduce a new selling idea or challenge

Step 2 – Lead your team in a discussion by asking three questions:

- Question #1 - *“What did you think of the video?”*
- Question #2 - *“How relevant are those ideas to our industry and company?”*
- Question #3 - *“What are you going to do/try different based on what we’ve learned from this video?”*
- The most learning occurs when you ask the most questions (and do the least amount of talking/lecturing)

Step 3 – (After your training class during the week) – Keep asking how the new idea is working

- During normal conversations ask if they’ve had any success with the new ideas discussed

### - Free sales training videos

- Hubspot’s article “The 34 best sales training videos on YouTube” - I’m #10 on their list

- <https://blog.hubspot.com/sales/sales-training-videos-youtube>

- *“Your Price is Too High – 7 Steps to Defending Price”*

- <https://youtu.be/YNeFi1RwL6c>

- My free videos!

- YouTube <https://www.youtube.com/c/JimPancero>

- Connect with me on LinkedIn where I am posting four videos a week on sales and sales leadership (all under four minutes)

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

- Subscribe to my free Friday e-newsletter that includes links to all videos posted that week <https://Pancero.com>

### - More in-depth sales video training – [www.AdancedSalesUniversity.com](http://www.AdancedSalesUniversity.com)

## SALES EVALUATION

You make take this free evaluation *online* at <https://panceroc.com/sales/sales-pro-evaluation/>

Rate your skill on a scale from 1 to 5. 1 = non-existent; 2 = weak; 3 = Just average; 4 = Leading; 5 = Best practice.

### Evaluating Your Operational Selling Skills and Abilities

#### **Understanding the technical side of your business**

- 1 2 3 4 5 #1 - Your technical knowledge of your products/services and how they relate to your industry?  
1 2 3 4 5 #2 - Knowledge of your competitor's products and their customer success stories?

#### **Understanding the Fundamentals of Selling**

- 1 2 3 4 5 #3 - Your knowledge and daily usage of the steps of a sales call?  
1 2 3 4 5 #4 - Your understanding of personalities, ability to identify, then mirror your customer's communication style?

#### **Understanding How to Manage Your Time and Information**

- 1 2 3 4 5 #5 - Your personal "time and territory" organizational skills?  
1 2 3 4 5 #6 - Your ability to utilize technology to increase your productivity and effectiveness?

### Evaluating Your Tactical Selling Skills and Abilities

#### **Maintaining and growing your business**

- 1 2 3 4 5 #7 - Your ability to proactively manage, control, and resolve customers' problems?  
1 2 3 4 5 #8 - Your ability to keep your existing accounts stable and under control?  
1 2 3 4 5 #9 - Your ongoing new business prospecting process?

#### **Managing Your Selling Process**

- 1 2 3 4 5 #10 - Your ability to think and plan multiple moves ahead with each of your customers and prospects?  
1 2 3 4 5 #11 - Your knowledge/understanding of competitors' pricing practices?  
1 2 3 4 5 #12 - Your ability to utilize company support resources in your territory?

#### **Maintaining and Controlling Your Customer**

- 1 2 3 4 5 #13 - Your ability to communicate what your customers want to buy instead of just what you have to sell?  
1 2 3 4 5 #14 - Your understanding of the political environment and decision process of each of your accounts?

### Evaluating Your Strategic Positioning Skills and Abilities

#### **Ability to manage the strategic aspects of your selling process**

- 1 2 3 4 5 #15 - Your ability to communicate what your competitive uniqueness and value is?  
1 2 3 4 5 #16 - Your knowledge of your competitors' strongest "value points" they use to sell against you?  
1 2 3 4 5 #17 - Your ability to win business at a higher price/margin by communicating your stronger value?

#### **Your Philosophy Toward Ongoing Personal Development and Improvement**

- 1 2 3 4 5 #18 - Ability to represent yourself in a professional, truthful, and ethical manner?  
1 2 3 4 5 #19 - Your ongoing commitment and efforts to grow and improve your selling skills and awareness?  
1 2 3 4 5 #20 - Your ongoing use of one or more coaches or mentors to help you get better?



## SALES LEADERSHIP EVALUATION

You make take this free evaluation *online* at <https://pancerocom.com/sales-leadership/sales-leadership-evaluation/>

Rate your skill on a scale from 1 to 5. 1 = non-existent; 2 = weak; 3 = Just average; 4 = Leading; 5 = Best practice.

### **Your Role as an Administrator, Problem Solver and Disciplinarian**

- 1 2 3 4 5 #1 - Your skills as an organized administrator are...?
- 1 2 3 4 5 #2 - Your skills coaching your sales reps through problem solving are...?
- 1 2 3 4 5 #3 - Your skills managing and coaching the pricing and profitability decisions of your teams are...?

### **Your Ability to Build and Retain a Sales Team**

- 1 2 3 4 5 #4 - Your "new sales person" searching and interviewing skills are...?
- 1 2 3 4 5 #5 - Your "new hire" sales training program is...?
- 1 2 3 4 5 #6 - Your "Performance Plan" program in place for each member of your team is...?
- 1 2 3 4 5 #7 - Your ongoing "experienced sales team" training process is...?
- 1 2 3 4 5 #8 - Your accessibility to your sales force is...?

### **Your Ability to Lead**

- 1 2 3 4 5 #9 - Your sales team would rate their satisfaction level working for you as...?
- 1 2 3 4 5 #10 - Your amount of "positive focused" communications with your team is...?
- 1 2 3 4 5 #11 - Your ability to initiate new ideas and account planning conversations with your team is...?
- 1 2 3 4 5 #12 - Your ability to delegate to your sales team is...?

### **Your Ability to be a Coach & Strategist of Your Selling Process**

- 1 2 3 4 5 #13 - Your ability to organize and lead your team as a single market force is...?
- 1 2 3 4 5 #14 - Your team's ability to communicate a single message of competitive uniqueness and market leadership is...?
- 1 2 3 4 5 #15 - Your ongoing new business prospecting process currently in place is...?
- 1 2 3 4 5 #16 - Your marketing and promotional skills are...?
- 1 2 3 4 5 #17 - Your ability to commit time to individually coach and strategize with each of your sales reps is...?
- 1 2 3 4 5 #18 - Percentage of time spent talking "future focused" with your reps is...?
- 1 2 3 4 5 #19 - Your ability and time committed to talking "tactical and strategic focused" with your sales reps are...?
- 1 2 3 4 5 #20 - Your ability to communicate with customers to help your sales reps get "higher, wider and deeper" is...?



*We know you're  
good, now are  
you ready to get  
even better?*

**Visit [Pancero.Com](http://Pancero.Com) to Enhance Your Sales and Sales Management Training**

**[Follow Jim on LinkedIn](#)** Jim is posting 3 new sales leadership videos each week on LinkedIn and Facebook! All aimed at helping you become a stronger leader of your sales team. You can view all of Jim's past LinkedIn postings by putting hashtag #PanceroVids in the LinkedIn search window.

**Articles for Sales Pros and Sales Managers** to help you with In-House training [Click Here](#)

**MP3's** - MP3 audio training by Jim that can be played from your phone or tablet. [Click Here](#)

**200+ Videos** - Watch training videos. Sales and Sales Management topics are covered. [Click Here](#)

**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. [Click Here](#)  
The goal of the 20-question multiple choice ***Sales Leadership Evaluation*** is to help improve your ability to lead a sales team. [Click Here](#)

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.



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