

Top 10 Success Imperatives for Sales Organizations

By Patrick Cua



Why does it matter to continually improve sales performance?

Sales Teams

83% met quota last year
92% grew revenue over previous year
41% shorten their average sale cycle



Best in Class
(Top 20 %)

22% met quota last year
29% grew revenue over previous year
4% shorten their average sale cycle



Laggards
(Bottom 30%)

💡 Solution: Focus on Top 10 Sales Imperatives to improve sales metrics

1 Drive

Drive a “best in class” culture of sales excellence.

- A palpable commitment from the CEO that the company expects continued growth in revenue, skills, talent, and overall excellence is essential.
- The idea that all employees in the organization will support the efforts, focus, and commitment to winning new clients is truly the best way to build a healthy company.



2 Institutionalize

Institutionalize a winning selling focus for your team to maximize the creation of client value.

- Winning teams win year in and year out because they understand how they won and why they lost.
- Institutionalizing the winning formula turns the *art* of sales into the *science* of sales.



4 Build

Build high quality relationships that are mutually beneficial.

- Focusing on quality relationships with your clients is arguably more important than any other discipline in your company.
- Honor these relationships and your company will thrive! If you take them for granted, you will watch a slow slippage of revenue that will trigger inevitable failure.



5 Understand

Understand your clients pains, politics, and preferences.

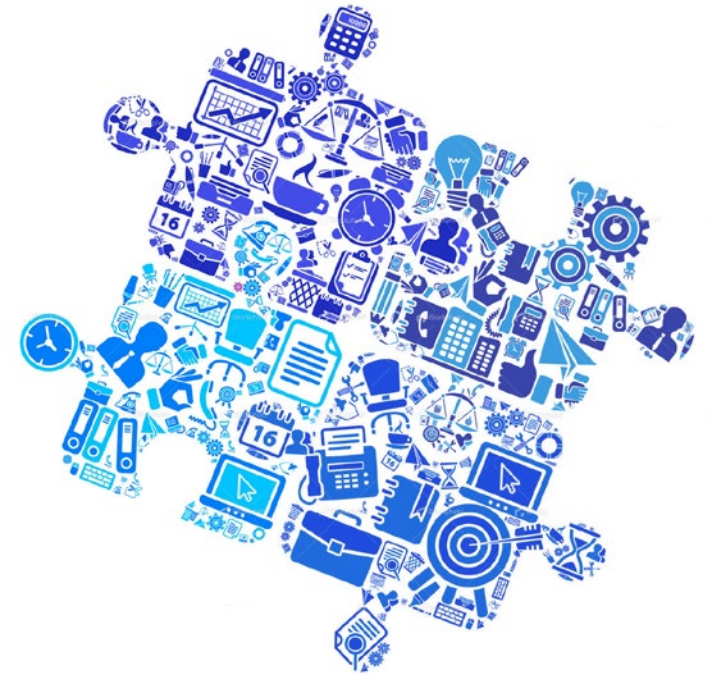
- Since revenue growth is the most important metric, it would only make sense to plan, think, and execute with meticulous focus and energy.
- Many sales executives don't want to take the time to plan appropriately. If your team won't or can't develop winning sales strategies, then it is necessary to get a new team.



6 Align

Align your entire efforts of the organization to help your client's with their needs.

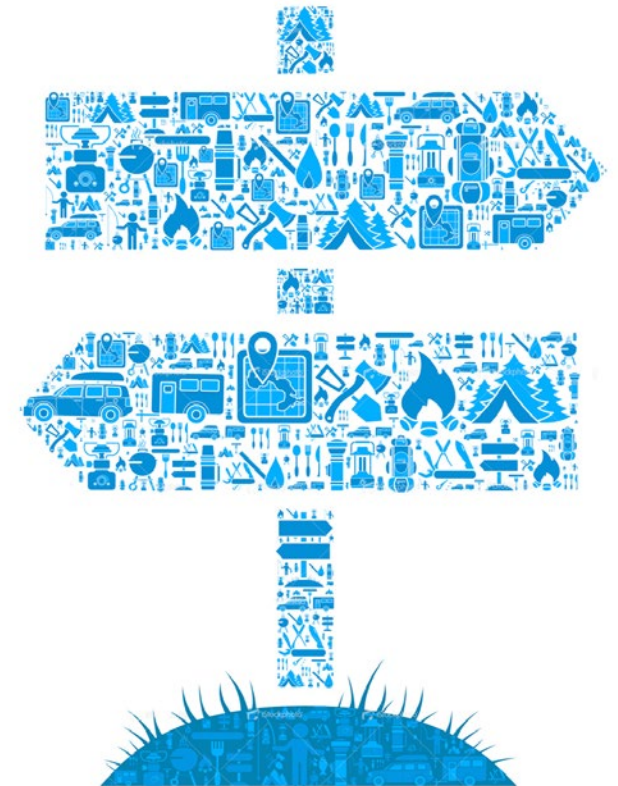
- When this alignment is internalized it is like a continuous audit or recalibration of the collective effort.
- Keep your client's needs at the center of this effort to stay on track in all areas of the organization... not just sales.



7 Provide

Provide leadership by creating an environment safe for learning from wins and losses.

- CEO's should drive a *tough* on the pipeline culture, while creating a safe and personal coaching environment. Having a safe environment doesn't mean you're soft, it means that you are holding your team accountable.
- Safe environments can be the most hard-driving environments when they are consistent and persuasive.



8 Create

Create urgency, discipline, and accountability in all areas of the organization.

- Urgency, discipline, and accountability act like a three legged stool. Without one of the legs, the stool falls over. Without one, the deal is late, the work is sloppy, or someone didn't do their job.
- One area of your organization that must have these three attributes; above all others is sales. Test your team for these elements to uncover the root cause of revenue disappointments.



9 Encourage

Encourage “bigger” thinking that enables greater efficiency, efficacy, and success.

- If you are the CEO, your team should be smarter than you because there are more of them to create ideas.
- The CEO should develop a culture that rewards new ideas and the space for your team to be innovative.



10 Execute

Execute on your principles with relentless passion

- Passion makes all other initiatives work. It is gasoline to the engine. Without it, things don't work. Throughout history passion drove:
 - Miracle on Ice... USA to beats Soviet Union in 1980 Olympics
 - The Jets beat colts in Super Bowl III; Namath predicts the win
 - Dara Torres to win three Olympic medals in Beijing at the age of 41
 - Redsox win World Series after 86 winless years
 - Jack Nicklaus wins master after 6 winless years
- Create your own sales miracle by executing with passion!



Summary

- ① **Drive** to “best in class” culture of sales excellence
- ② **Institutionalize** a winning team selling focus
- ③ **Develop** and hire only the best sales executives
- ④ **Build** high quality relationship with your clients
- ⑤ **Understand** your clients pains, politics, and preferences
- ⑥ **Align** your efforts to help your clients with their needs
- ⑦ **Provide** leadership for successful and safe learning environment
- ⑧ **Create** urgency, discipline, and accountability in all areas
- ⑨ **Encourage** bigger thinking to enable greater success
- ⑩ **Execute** with passion to create your own sales miracles

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- Mr. Cua has 27 years of Sales, Corporate Executive and Business Development experience in the Healthcare Industry.
- His diverse experience has been with large public companies as well as small private companies.
- Mr. Cua's healthcare industry experience began with C.R. Bard, a multi-billion dollar medical device company.
- But over the last 27 years also includes experience in these industries as well: Disease Management, Wellness, Health Carrier, Software, H.R. Benefit Solutions.



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