



2015, Miami FL

The Sales Gear

Guide, coach and drive to improve team performances

Reply to these questions before going further:

- ❖ What do you really want to achieve in terms of short term and long term sales goals?
- ❖ What have you experienced so far with your clientele and was proven successful? What can you do to have more of it?
- ❖ What really makes the difference between a sale and a sale's experience?
- ❖ And last but not least, what makes selling cars unique?



Exità's Federico Vecchiarelli knows all of that because:

- ❖ He is an experienced trainer and a thorough development consultant
 - ❖ He is a real car guy – with past experiences in driving courses and, well, he is Italian...
 - ❖ He works with people and organizations to impressively increase their performances and help them shift from the third to the top step of the podium
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Structure of the program

- ❖ 30 minutes per workshop, 4 workshops following the CARS model (see next slides)
 - ❖ Speakers: Consultant, Sales Director, GM
 - ❖ Target: Sales Managers (up to 10 people per class)
 - ❖ Follow up after 3 months - Review outcomes and adjust program's features if needed
 - ❖ Assess final outcome of the program after 6 months
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- ❖ Monthly team and individual performance assessment
 - ❖ Reiterate messages every month by Sales Director and Sales Managers (assistance by Consultancy)
 - ❖ Sessions recorded and posted on the Intranet
 - ❖ Follow up materials to keep the momentum
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- ❖ Performance
 - ❖ Change
 - ❖ Leadership – from Sales Manager to Sales Leader
 - ❖ Results
 - ❖ Empowerment
 - ❖ Values
 - ❖ Differences
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The three main pillars of Performance

❖ SMART Objectives

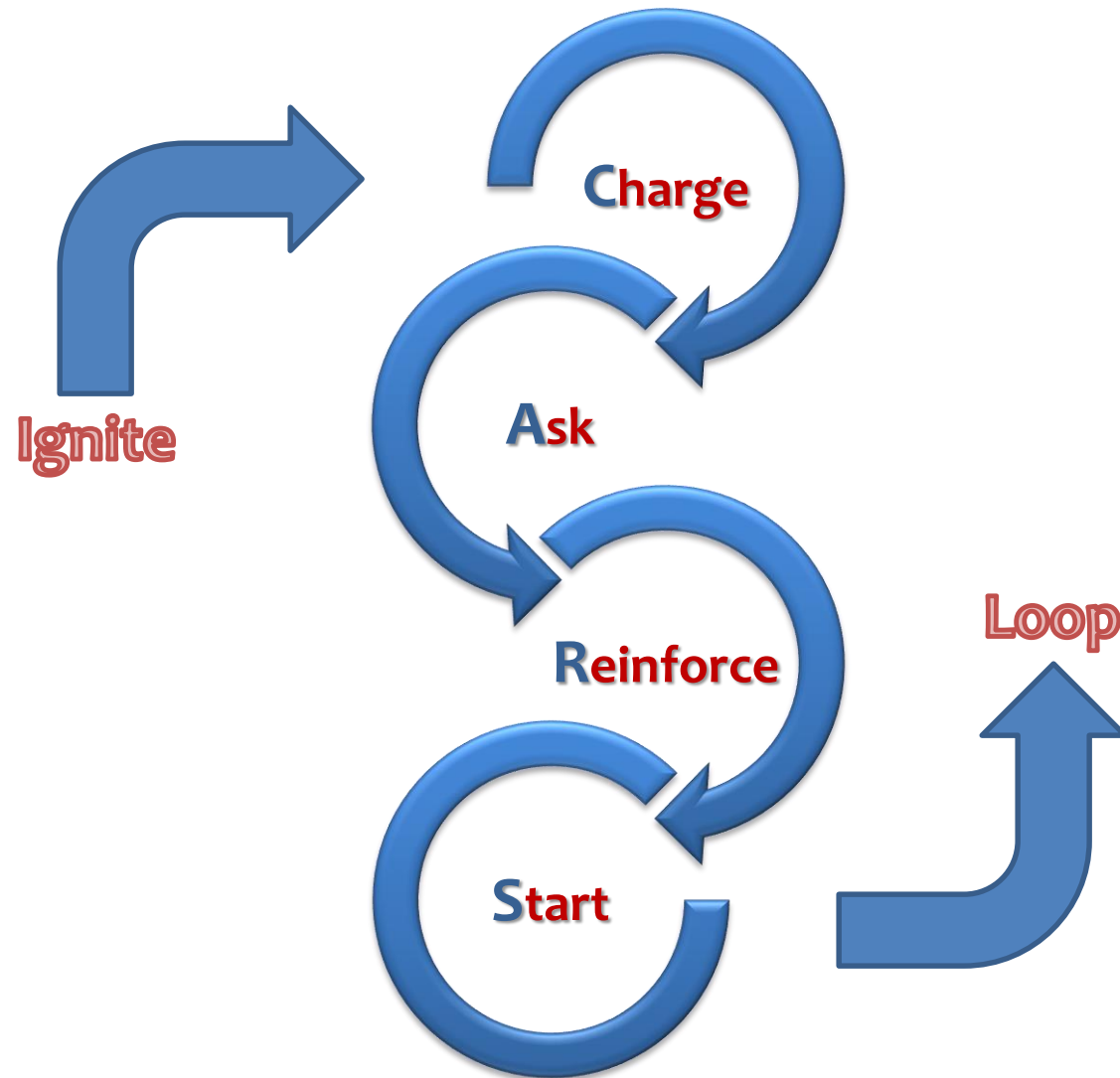
❖ Everyone to be assigned with challenging **S**pecific, **M**eaningful, **A**ttainable, **R**esult-based, **T**ime-oriented goals

❖ Sponsorship

❖ If your Leaders think this works, it will!

❖ Communication and engagement

❖ Key to the program success is to keep on communicating to your sales people to have them constantly and consistently engaged





Ignite

- ❖ 2 weeks before the first workshop, the Sales Director sends to the Sales Managers a list of questions to explore the expectations about the program, attitudes and behaviors of team members, current challenges, team structure and a general assessment of people managed

Charge

- ❖ First workshop is focused on motivational and inspirational speeches by the Speakers. The audience will be challenged by questioning on what could work better within their teams

Ask

- ❖ Second workshop regards basic knowledge of coaching skills to shift from Managers to Leaders and Team Coaches – thoughts-provoking questions, how to empower people and design an action plan along with the team members to keep them focused and engaged at the utmost
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Reinforce

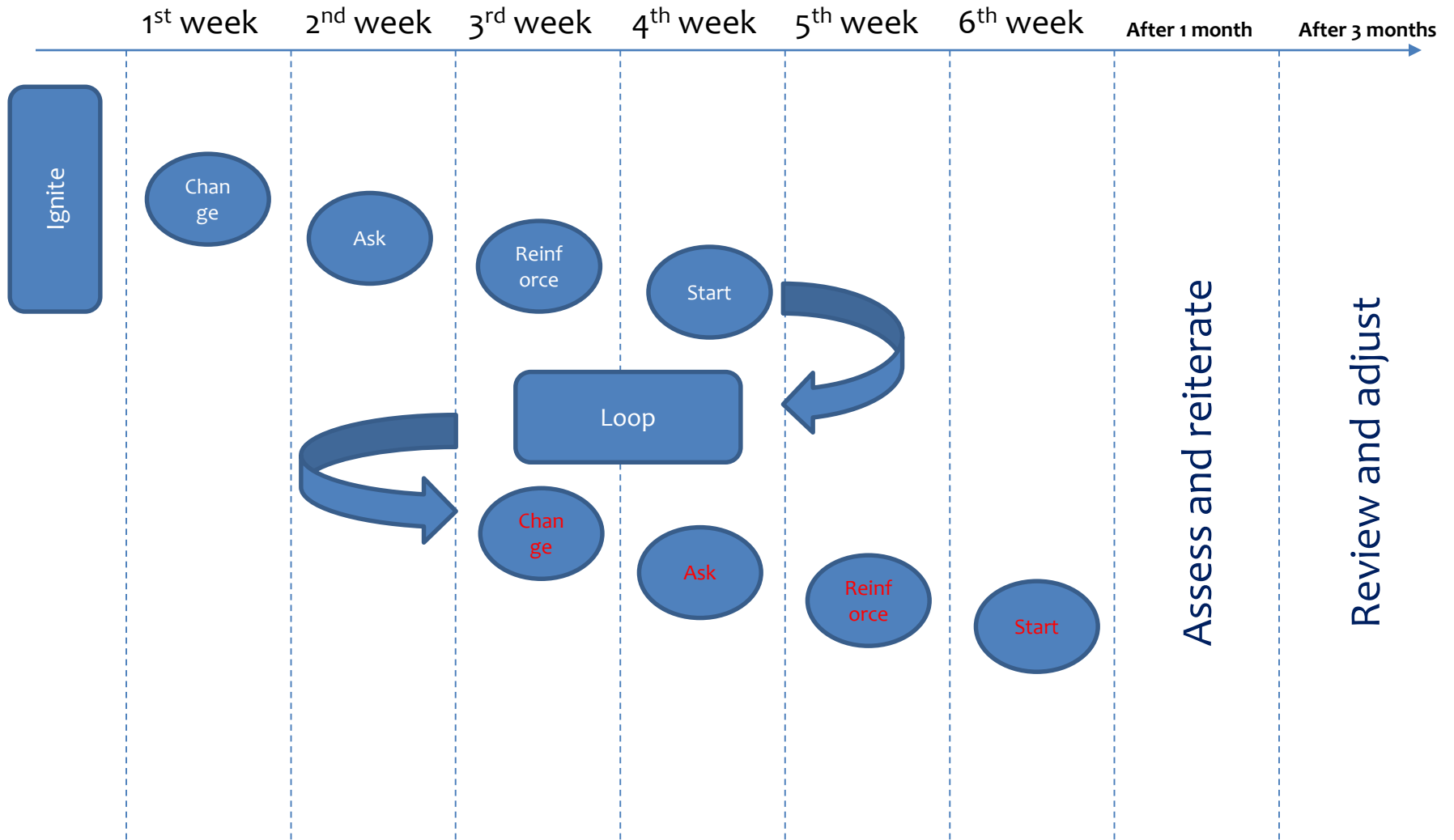
- ❖ Interactive session to align new insights of Sales Leaders, powerful questioning, engaging messages. In this 3rd session the action plan of each Sales Leader will be briefly discussed and shared among the audience

Start

- ❖ Federico provides a toolkit to Sales Leaders, for them to set up Salesmen action plans, assess Performance and competences, and more

Loop

- ❖ One week after the **Ask** session, Sales Leaders are required to deliver to their team the same workshops they have been provided with, with same contents and same timelines – sessions observed either by the Consultancy





Exit

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