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## ARE YOU A LION OR A GAZELLE?

Dear Patrick,

*"Every morning in Africa a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle -- when the sun comes up, you had better be running."*

*-- Author Unknown*

I don't care if you're a lion or a gazelle, but in today's business world you better be running faster than your competition or you'll be eaten alive!

Today's Sales Champions have kicked their activity levels into hyperspace. What used to be sufficient in the past is no longer acceptable. In today's challenged economy, there are less buyers, less deals, and less time. To survive, you need to perform at a higher level. This means a quantum leap in both your effectiveness and your efficiency.

In the following articles, we will define those two terms and we'll show you how to dramatically increase the performance of your sales team. Read on...

**AND: Don't forget to scroll to the end of this newsletter to learn about a special offer exclusively for my subscribers!**



### INCREASING EFFECTIVENESS

The simplest definition of Effectiveness is the amount of activity or energy being produced. To use a sports analogy, this would mean the number of times that a player is "at bat" or the number of times that a pitcher is

pitching. It could be the number of rounds of golf that a professional plays or the amount of time they devote to their practice. In the African wilds, a **gazelle** simply runs as fast as possible, expending maximum effort to avoid the lions.

In sales, effectiveness would include the following:

- How many phone calls did you make to new prospective clients?
- How many face-to-face meetings did you conduct?
- How many telephone appointments did you schedule?
- How many sales presentations did you conduct?

Effectiveness is what gets you into the game. If you don't make the calls, don't set the appointments, don't get in front of the clients, and don't ask for the order, you will never make it in sales. This is the raw energy that needs to be spent to fuel the sales engine.

To be more effective, you need to have a good plan with specific and measurable targets. Then, you need to execute to the plan and measure how you performed against the plan. If your target was to spend two hours every morning calling new prospective clients, then your weekly plan would include 10 total hours of production. At the end of the week, you need to review your telephone logs and determine if in fact you succeeded in spending 10 hours, how many clients were contacted and what was the result.

## INCREASING EFFICIENCY

Efficiency measures the results you achieved from your efforts and looks at how you can IMPROVE those results. Efficiency takes the base performance and looks at what can be done to improve the results. Efficiency looks at "How Well."

In baseball, this would be the ballplayer's batting average, or the pitcher's ERA. In golf, this would be the player's score relative to par. In track, it would be the number of seconds or minutes it takes for a certain runner to finish a certain distance, relative to other runners. In Africa, the **well-fed lion** is very efficient in how she runs, focusing her efforts on chasing down the slowest of the gazelles.



In sales, this would be a study of ratios. Here are some useful ratios:

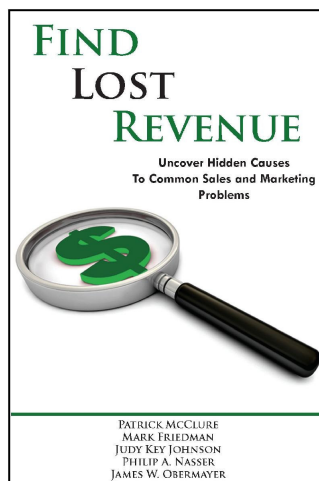
- Closing Ratio: # of closed sales achieved from your sales presentation
- Lead Conversion Ratio: # of inquiries that convert into qualified Leads
- Average Time to Close (in days, weeks, or months)
- Average Sale Amount
- % of market share for your product and your industry

To improve performance on your sales team, you need to carefully study your sales process and isolate the key performance ratios. For every company and product this is different. Then you need to define the ideal sale, the optimum sales ratios, and the expected activity level. For instance, if your average sales person has a closing ratio of 30% of all leads, and your rookie salesperson is only closing 10%, then your rookie is simply not as efficient as your more

experienced salespeople.

Sales Management is the art of increasing both the effectiveness and the efficiency of the sales organization. You evaluate and correct not only their effectiveness (HOW MUCH are they doing) but also their efficiency (HOW WELL are they doing it?). Careful attention to both areas will yield stellar results!

## JUST RELEASED ! MY NEWEST BOOK



If you're like 97% of your fellow business executives, you struggle to understand the problems you're faced with in Sales and Marketing. Why, exactly, is it so difficult to manage a sales force? Why can't you just hire the right people, assign a reasonable budget, give them a good bonus package and then just kick back and watch your revenues soar?? What's so difficult about that?

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