

The Business of Sales - How to Grow and Develop Great Sales Teams

Interview with Colleen Stanley, President and Founder | SalesLeadership, Inc.

by

Bob Ogdon, CEO | Swiftpage

Meet Colleen Stanley

Qualities of Leadership

Building a Sales Culture

Creating Customers for Life

Practical Application

Colleen Stanley, President and Founder

- Creator of Ei Selling™, a unique and powerful sales program that integrates emotional intelligence skills with consultative sales skills.
- Monthly columnist for *Business Journals* across the country, author of '*Growing Great Sales Teams*' and co-author of '*Motivational Selling*.'
- Prior to starting SalesLeadership, Colleen was vice president of sales and marketing for Varsity Spirit Corporation. During her 10 years at Varsity, sales increased from 8M to 90M.

Clients Include: Corporate Express, Orlando Magic, Vail Resorts, Leanin' Tree, Arthur J. Gallagher, Siemens Corporation, Land Title Guarantee, Alps Mutual Fund, Lafarge North America, Alpine Bank, Gerald H. Phipps, New York Times Small Business Summit, Jones NCTI, Longmont United Hospital, Sterling Rice Group, Women's Vision Foundation, Quintess and Spectrum Retirement Communities



The Qualities of Leadership

For a Sales Manager:

- Qualities of Leadership
- The hiring process
- Training vs. Coaching

For a Salesperson:

- Qualities of Leadership
 - Critical Thinking
 - Emotional Intelligence
 - Consultative Selling
- Talent vs. Experience



How to create a culture that produces disciplined, focused and professional sales people while still having fun...

Characteristics of a Sales Culture

- Staying true to team values
- Encouraging a learning environment
- Having fun
- Embracing failure

Defining your 'Why'

Evaluations

- Clear expectations for high performance
- Turning performance evaluations into processes that gain positive results



Gaining Customers for Life

How the business of selling is changing

Selling skills every salesperson should know

- Value Proposition
- Networking
- Rapport and Likeability
- Questioning skills
- Uncovering the budget
- Decision process

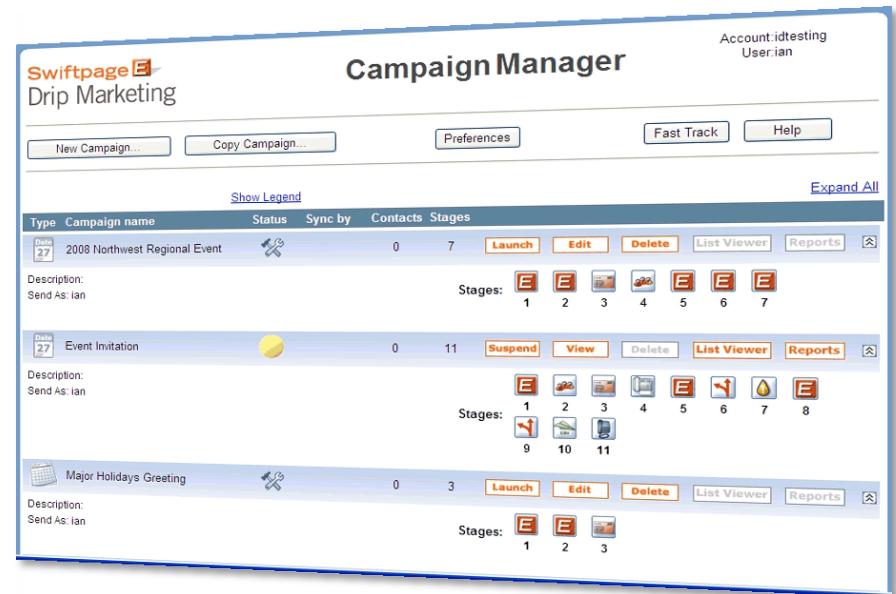
Moving from Vendor status to Trusted Advisor status



Key elements of a drip marketing campaign from a sales prospective

- Obtain New Leads
- Nurturing Prospects
- Qualify Leads
- Close the Deal

Working with other departments in your organization



The screenshot displays the Swiftpage Campaign Manager interface. At the top, it shows the Swiftpage logo, the title "Campaign Manager", and the user information "Account: idtesting User: ian". Below the header, there are buttons for "New Campaign...", "Copy Campaign...", "Preferences", "Fast Track", and "Help". The main content area features a table with columns for "Type", "Campaign name", "Status", "Sync by", "Contacts", and "Stages". Three campaigns are listed:

Type	Campaign name	Status	Sync by	Contacts	Stages
Date: 27	2008 Northwest Regional Event			0	7
Description: Send As: ian		Stages:			
Date: 27	Event Invitation			0	11
Description: Send As: ian		Stages:			
	Major Holidays Greeting			0	3
Description: Send As: ian		Stages:			

Q&A

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Colleen Stanley

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