



## Jack Daly

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Author of, *Hyper Sales Growth: Street Proven Systems & Processes. How to Grow Quickly & Profitably*

### Hyper Sales Growth Follow-up Action Items:

◆ **FOUNDATION OF SALES GROWTH & SUCCESS** – Get these three keys right, *everything else* gets easier!

1. **Vision** – make it compelling and magnetic. Get people inside and outside your company excited to participate.
2. **Key People in Key Spots** – sales leadership is the single biggest leverage you have to grow your sales and profits.
3. **Culture** – Install systems to foster 4 key areas: 1) Recognition Systems 2) Communication Systems 3) Personal & Professional Development 4) Empowerment Process. Who “owns” this?

◆ **THREE SINS OF SALES MANAGEMENT** – Your greatest leverage to grow revenues is to grow your sales force in quality and quantity. Robust sales growth is driven by the Sales Manager. Fix these three sins and you will see **Hyper Sales Growth**:

- Sin #1- The Owner/CEO is also the Sales Manager
- Sin #2- The best sales person is made Sales Manager
- Sin #3- The best sales person is made Sales Manager PLUS selling

◆ **FOCUS PRECEDES SUCCESS** – Systems & Processes are the *keys* to Hyper Sales Growth

1. How deep is your written sales professional recruiting list?
2. What is the depth and detail of your recruiting courtship?
3. Once on board, what is your commitment to training your sales team? Hours per sales person and detailed action.
4. What is your Model the Masters action?
  - A. As a CEO?
  - B. As a Sales Manager?
  - C. As a Sales Professional
5. What are the key activities for the sales professional?
6. What is the proactive pipeline managers system?
7. What is the Touch System?

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