

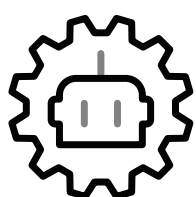
# Manifesto for making salespeople **successful**



- 1 Require salespeople to video and share their presentations.** Couple with peer ratings for assessment. Salespeople believe other salespeople. Their content is more credible than yours.



- 2 Make sales tools readily available.** Provide downloadable presentations, podcasts, scripts, and competitive information.



- 3 Use simulations or games** that engage salespeople in the entire sales cycle. Measure how well they advance the sale and whether or not they establish a productive client relationship.



- 4 Curate a collection of narratives** of successful and unsuccessful sales. People learn more from failures than from successes.



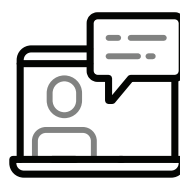
- 5 Provide an online locator system** that connects salespeople with who to call for help with products, specific customer situations, and extraordinary events.



- 6 Make the sales task clear.** Explain your sales model. This simple step has more impact on sales than commission structure.



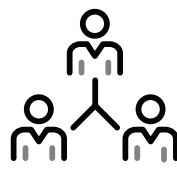
- 7 Establish a help desk** to help people get up to speed on the Customer Relationship Management system and placing orders.



- 8 Describe your products and services** from the customer's point of view.



- 9 Set up a microblog à la Twitter** for sharing competitive information, winning techniques, and new industry knowledge. Facilitate collaborating with other sales professionals using Web 2.0 tools: short formal educational elements linked from an e-zine, discussion forums, coaching and peer-to-peer collaboration.



- 10 Nurture a sales community.** Foster a sales network that taps the collective intelligence of the organization.