

# Manifesto for making salespeople successful



# Require salespeople to video and share their presentations.

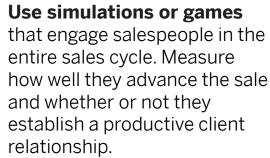
Couple with peer ratings for assessment. Salespeople believe other salespeople. Their content is more credible than yours.





## Make sales tools readily available. Provide downloadable presentations, podcasts, scripts, and competitive information.





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### Curate a collection of narratives of successful

and unsuccessful sales. People learn more from failures than from successes.



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





Make the sales task clear.

Explain your sales model. This simple step has more impact on sales than commission structure.

extraordinary events.



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





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





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.



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

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