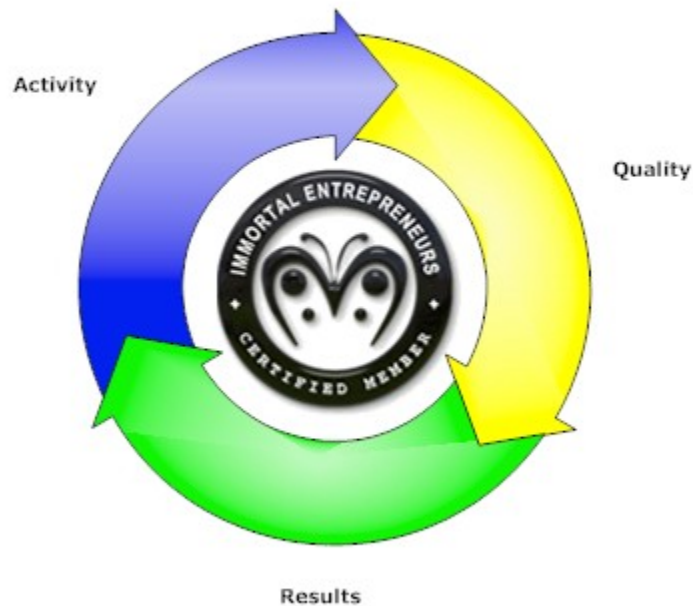


SCIENCE OF SALES MASTERY

How to Make Sense of Your Numbers so You
Can Achieve Maximum Growth and Profit



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The Science of Sales Mastery

In it's simplest sense...

“Sales is no more different than mixing the right elements together to achieve a desired result.”



What you put in ***IS*** what you get out.

But...

You must know **WHAT** to put in.

This is one of the most precise methods for achieving sales mastery.

It applies to complete businesses right through to individual sales people.

Every element must be understood and implemented to achieve sales mastery.

Anyone can apply these steps. There is no such thing as a “Born Salesperson”.

You make yourself into whatever you choose.

Let's begin!



Scott Groves

Circle of Sales Excellence



Sales Excellence is a circle of excellence that has no beginning and no end.

The perfection we often seek is never reached yet it is something that must be continually strived for in order to survive.

It seems like a vicious circle but it drives home the point... “It’s the journey, not the destination.”

The Master salesperson is able to maintain a momentum of continuous improvement and maintenance. Much like the momentum of a wheel, there is no better way than what I am about to describe.

To maintain excellence, you must know your **Activity** levels, your **Quality** levels, and your **Results**.

Salespeople achieve their greatest success when they get “in the zone”.

This ‘zone’ is often referred to as the state of “Flow”.

To flow, you must have ‘Momentum’.

And to gain momentum you need to cycle around this Circle of Sales Excellence with speed and balance.

It is one thing to cycle fast. But if you lose balance, you get the speed wobbles and the wheels come off.

If you focus purely on balance, you never gain momentum as balance can be achieved standing still.

Learning Cycle

You will quickly notice that the first time you revolve around the learning cycle you are at your slowest. But with practice, you gradually increase the speed at which you can maintain your balance.

In sales terms, this means you are working at your highest **activity** levels whilst maintaining **quality**.

The Only Way to Double Your Sales

When the average salesperson aims to go twice as fast in terms of results, they often think in terms of **activity**. They work harder. Burnout quickly sets in. The balance cannot be maintained at such high speed and the salesperson soon crashes and burns.

Results remain unchanged. And the only difference is that they lose ALL momentum and have to pick themselves back up again, dust themselves off and start over again. All speed is lost. They often need time off. And when they get going again they must use more energy to overcome the inertia.

It's like pushing a broken down car. All the energy goes into getting it rolling. Once moving, it is much easier to maintain momentum.

The only difference between great salespeople making millions versus the average man who is struggling to pay the bills is the **quality** of what they do.

There are only 24 hours in a day.

You'll often find salespeople working pretty much the same number of hours.

The difference is not in **activity** – the difference is **quality**.

And just small quality changes can make a mountain of difference.

Sales Excellence Quantifier



“What gets measured...gets done!”

Sales is NOT just a numbers game. There are elements to sales that are more difficult to measure – areas such as attitude, customer reactions, etc.

But... you cannot ignore the things that can be measured.

The Numbers Tell a Story

The beautiful thing about numbers is the story they tell.

And with ‘Sales Mastery’ you get measurable specific numbers for each of the 3 areas.

1. **Activity**
2. **Quality**
3. **Results**

Activity numbers include the number of times you do something.

Quality numbers include the measurement of how well the activity was done.

Result numbers include the measurable outcome.

The key to planning your sales success is to start with **result** numbers and calculate backwards.

The key to sales success in action starts with **activity** numbers.

The key to improvement is to start with **quality** numbers.

No matter where you are starting from you can always tap into the power of your numbers to get on the fast track to sales mastery in efficient time.

Statistics

Quality numbers reveal the mindset of salespeople in more ways than one.

Let's go through what each one means and then look at them in terms of results.

Note – these are based on typical direct sales language but you can adjust the same numbers and ratios to suit your own business.

Lead : Appt (the number of enquiries to the number of next steps in the sales process)

If a salesperson is given 20 leads in a week, you want to know how well they are doing at getting in the door to conduct the actual appointment.

If a salesperson has a ratio of 20:18 or a 90% conversion and they are low on sales, then they may want to increase the qualifying they do.

By being a little more thorough in the lead qualification process will mean a lower ratio in terms of lead : appt but will often result in more sales and much less wasted time.

When I see a poor lead : appt ratio it can often be traced back to one of two things.

1 – the marketing is bringing the wrong type of people.

The solution... change the marketing so there is consistency from marketing through to sales process.

2 – the person taking the calls is turning people off.

The solution, change the script or the person taking the lead enquiry.

Appt : Dem (goal of 80-90%)

Once a salesperson is “in the door”, you would expect a fairly high appt to dem ratio.

The most common drop off occurs for one of two reasons –

1 – salesperson is suffering from a bad attitude and finds a reason to bail the appointment.

2 – not all the decision makers are present and the salesperson makes the call to NOT present.

This is often the best decision.

When you are faced with shortfall of decision makers you need to present a little to hook them so you can get back for another appointment.

But and it's a big BUT... Never give them enough information to make a decision.

You want to present to all people at the same time the first time where possible.

Dem : Sale

This is often called the conversion rate. And it is where the deals are made, the money is made and the sales are closed.

Conversion rates will vary from industry to industry. And they will vary from product to product even within the same industry.

Here's the thing... almost anytime I have had clients who were NOT tracking their conversion rate, they always think it is higher than it really is.

When they think it's 50% - 70% it's often less than 30%.

Scary thought at first but the good news is there is more room for improvement if it's 30%.

If a salesperson's conversion rate is really high, then just keep an eye on their cancellation rates because they might cross the line and begin "pushing the envelope" a little too much and simply have customers sign to get rid of them. 24 hours later they cancel because it's easier than saying "No" in the moment.

Top salespeople will read people well and know when to back off.

If a salesperson's conversion rate is too low and they have never had a cancellation then they are ONLY selling to the "walk-ups". Walk ups are people that were walk up starts and would have bought anyway. These type of salespeople need training in how to close more sales.

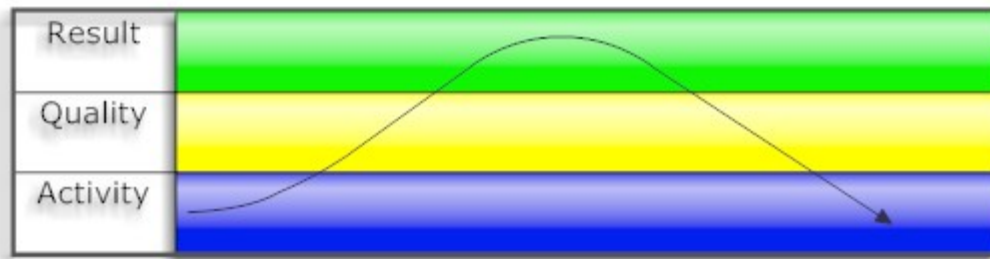
Whilst there's plenty more...

... that should give you a solid basis for how to track the quality element of your numbers.

Each number truly tells a story and when you know what to look for, you can literally plan the successful growth of your entire business around it.

Now for ongoing training and how to keep yourself and your sales team sharp - read on...

Sales Excellence Momentum Maintenance



To maintain your momentum you need to have a program of maintenance or you will break down.

If all you ever did was just focus on your activity, then your results and quality levels would suffer. They require focus as much as your activity levels.

So what's the secret...

The secret is to have a program that you think through once... that allows you to maintain high levels of performance in each of the 3 elements.

It may be a weekly or a monthly program. You need to decide what works best for you.

If you are starting out in sales, I would recommend weekly cycles.

Week 1 – Activity Levels - focus on your lead generation, number of demonstrations / presentations, number of times you ask for the order.

Week 2 – Quality Levels – focus on your conversion rates – lead to appt, appt to dem, dem to sale, average \$ sale and so on.

Week 3 – Results – know your numbers. Switch off and trust it to happen. At some point you must “let” it happen. You cannot force a sale and you should never seek to. Trust in the work you have done. Be aware of your numbers. Hold yourself accountable for your results. Don't beat yourself up, but don't lie to yourself either and sugar coat poor performance. Put it on yourself and do what it takes to fix what you need to fix.

Your results are the effects of your **Activity multiplied by your Quality**.

Evaluate -

💖 What have I done right?

💖 What could I do to improve?

And get on with it!

Don't Think Twice

One of the most important things about using the Science of Sales Mastery and each of the 3 elements is the planning of goals and mental time saving.

Too many salespeople don't have a plan. They have goals and things they would like to achieve but no real definite plan to achieve them.

The best way to tell is this...

Ask them if they know how many presentations they need to do this year and at what quality to achieve their goals of X.

Great salespeople know exactly the amount of activity and at what quality levels they need to achieve their goals.

They think it through once and then track and test to make sure they are on track.

Mediocre salespeople go from month to month and sometimes even week to week, having to make up their roster of work on a regular basis.

This causes them to soak up too much mental strength and their goals are no doubt hazy at best.

Instead of just thinking about their goals and a plan to achieve it once, they re-think their weeks and months over and over rain. This waste of mental energy is one of the biggest reasons they under-perform.

They lack the commitment that elite salespeople have to make a yearly plan and stick to it.

This constant re-thinking is draining and major goals become a distant dream.

How to Think Like Million Dollar Salespeople

Million dollar salespeople have a clear set of goals. What's just as important is when they set them. I have found that many top salespeople are already thinking about what they want to achieve in a calendar year around November.

That's right!

2 months before the current year has ended, the top salespeople are already thinking and planning. They realize the importance of starting the year with the end clear in mind... and the plan to achieve it clearly mapped out.

This way they gain the momentum at the very beginning of the year and are able to maintain it once they year begins. They never have to stop to thin through their goals throughout the year.

Mediocre salespeople leave this too late and when it comes to the start of the year, the top salespeople have already started rolling their car, whilst the mediocre are still figuring out how to push it.

Even if the mediocre salesperson starts the year well, they inevitably stall at some point as they become unclear about their progress and goals, and they need to stop to check their map and see where they are going.

Subconscious Goals

Plan your goals two months out and allow your subconscious to begin planning its achievement – taking it in and believing its possibility.

Your mind will not instantly accept your thoughts. Particularly when planning big goals you have never achieved before. And no one ever sets goals to achieve the same as they did last year.

Your mind needs the time to sleep on it. To absorb the reality you have begun painting. Over time, more detail becomes clear and this allows the believability to grow.

If you wait too long to begin this... you start the year with elements of doubt in your mind. This in turn effects the quality of your presentations and the commitment to your activity levels.

If you have had two months of seeing your mental goal become reality, you start the year presenting with certainty and faith.

This is one of the key elements that makes quality of presentations that much better amongst top salespeople. Their attitude, drive and certainty are operating on an entirely different level to the mediocre.

So what do you do?

- 💛 Plan in November
- 💛 Paint a vivid mental picture of the **END Result** you want to achieve
- 💛 Plan out each of the **Result** elements that are relevant to your business.
- 💛 Plan your holidays around the world and time off – this is always done by top salespeople before they plan the work phase
- 💛 Work backwards from your desired result and determine the **Activity** levels and **Quality** levels that will give you your desired **Result**.
- 💛 Continually re-work it until you arrive at levels you are committed to that will get you the desired **Result**
- 💛 Review it and meditate on it for a maximum of 10 minutes per day until it becomes fixed in your memory – this is when you know your numbers

Tracking and Accountability

Track and test yourself on a weekly basis but hold yourself accountable on a monthly basis.

Too many things can happen throughout a week that can leave you way ahead of the game or sometimes well behind. It is not fair to beat yourself up like some people do over your weekly **results**.

What you do hold yourself accountable for on a weekly basis is your **activity** and **quality**.

If you stick to your levels of commitment in these two areas, then by the end of the month everything should be on track for your major goal.

Some very good salespeople self-destruct because they are too hard on themselves on a weekly basis with regards to their results. They become focused on the effect instead of the causes.

You must remember what it is you 100% control and what you don't.

Weekly you can maintain your activity levels and you can work on yourself and your presentations to keep the causes in check.

Monthly is the time to take a good hard look in terms of results. If you are off track then you need to get serious and find the reason. No exceptions. No excuses. Lying to yourself will not help you. Blaming others sucks away your power to do something about it.

Take full responsibility for your results every month and re-evaluate your activity levels and quality levels if you need. If it was well planned you should NOT need to. But you do need to stick to your plan.

Overview – the Top 7 Things to Do With This Information Now

What you have in your hands is a resource that can literally turn you into a Sales Master.

You need to track and measure asap if you are not already. Knowing your numbers is critical. It cannot be emphasized enough.

If you have read this far and you are not tracking your numbers and have no intention to do so, just roll these 12 pages into a thick roll and bash yourself over the head a couple times.

No scream “I GET IT, I GET IT”.

Sales success gives you a freedom like no other on earth. **When you know how to sell, you will never worry about money ever again.** You will never have to worry about secure employment because you understand the principles of sales mastery.

Below is a list of the top 7 elements discussed from this report.

Yes, there are other elements you need to learn but I'll leave that for some other time.

If you have any feedback or questions you are welcome to email them to www.scottgroves.com/contact

Implement the 7 elements now and don't stop until they are all in place.

Top 7 Key Elements

- 👉 Know your numbers.
- 👉 Create a system of maintenance and follow it.
- 👉 Plan early and think it through once.
- 👉 Weekly tracking for on-track or off-track with results
- 👉 Weekly accountability on activity
- 👉 Use weekly quality numbers to guide focus for upcoming week
- 👉 Monthly accountability on **results**

Hope this helps you in your Sales Mastery

Think BIG! Act BOLD! Have FUN!



Scott Groves

P.S. If you would like to find out more about “Immortal Entrepreneurs” where you can access this report and over 130+ hours of audio learning, 10,000's of more pages of content just like it, software to fast track your thinking, words to use in selling and much more...

Just visit the “Immortal Entrepreneurs” site by [clicking here](#)



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