

# EVERYONE'S IN SALES



How to Unleash  
the Power of Sales Culture  
to Boost Your Revenues,  
Profits and Growth

Todd Cohen

Sales Culture.  
It's for **Everyone**.  
(not just salespeople)



Let **Todd Cohen** show you how.

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# Building a Sales Culture HDAW 2012



*Do you want a Sales Team or a Sales Culture?*

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**T o d d C o h e n**  
Building Sales Culture<sup>SM</sup>

# Sales Culture “Basics” (a.k.a. The messages we need to take home)

**Everyone’s In Sales SM**

Build your **Value Proposition**

Build your **Virtual Team**

**RP SM**

A Little on **Networking**

# Our Truism's

**Sales is not someone else's problem**

**Sales is not a "five letter" word**

**Sales – internally and externally - is  
our collective opportunity**

I love this quote...

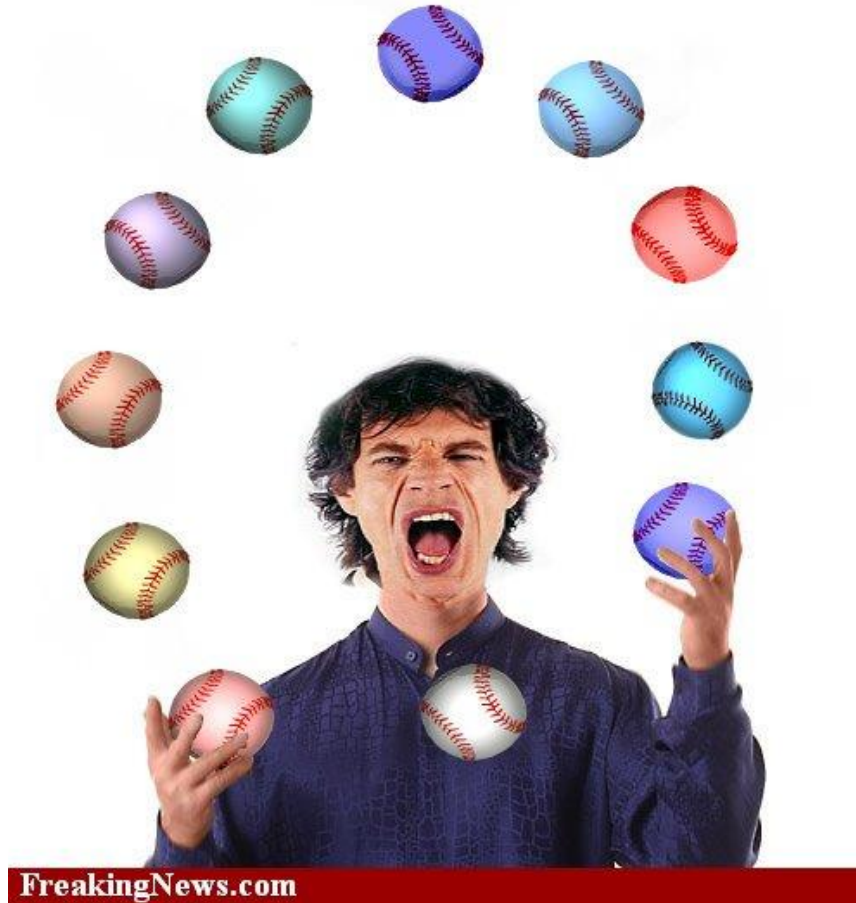
**“Everyone lives by  
selling something”**

***Robert Louis Stevenson***

# #1 Complaint of Business Leaders

?

# Familiar?



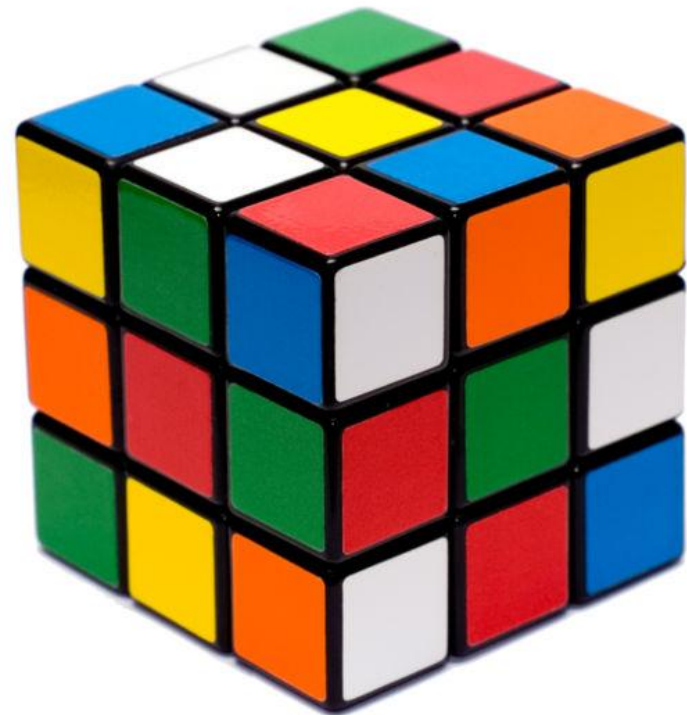
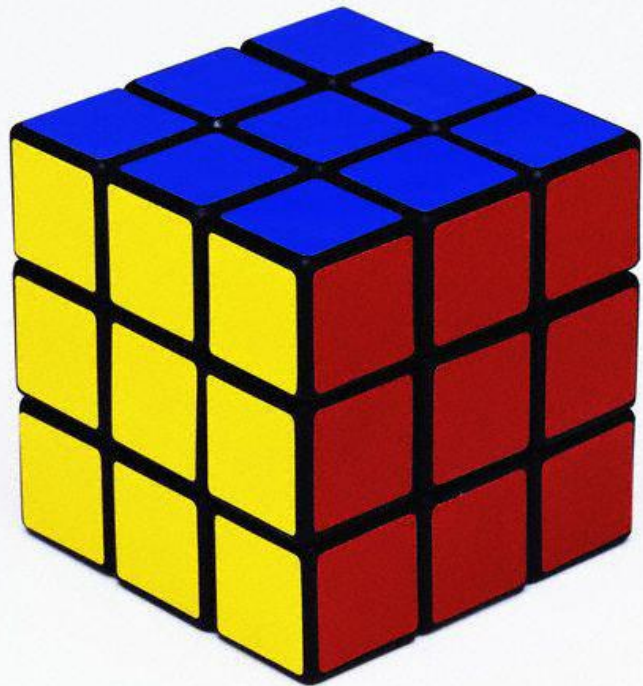
# “Everyone is in Sales” SM Build Your Sales Culture

**Every connection, every conversation,  
every interaction is a “sales  
opportunity”**



**Impress, Motivate and Inspire**

# Sales Culture



# Question #1

Does your organization speak  
a common  
“sales” language?

# Fact #1

Every member of your organization  
has a “***line of sight to revenue***”

# Fact #2

“Don’t do anything different; think ***differently*** about what you do”

# Question #2

“Are you Relevant?”

# Question #3

“Are you Present?”

# Sales Culture begins with *your* Value Proposition

Value Proposition  
What is it and why  
is it important?

- 1. Do you RESONATE with the Community?**
- 2. How do your customers perceive what you do?**

*(It's not what is on your card)*

# Value Proposition Exercise

## Part One

1. Take out a business card
2. Take out a pen
3. Take a deep breath.....



# Fact

Value Proposition = Relevancy

# Build your Virtual Team

**Why “sell” alone?**

**Who “gets” you?**

**Who will advocate for you?**

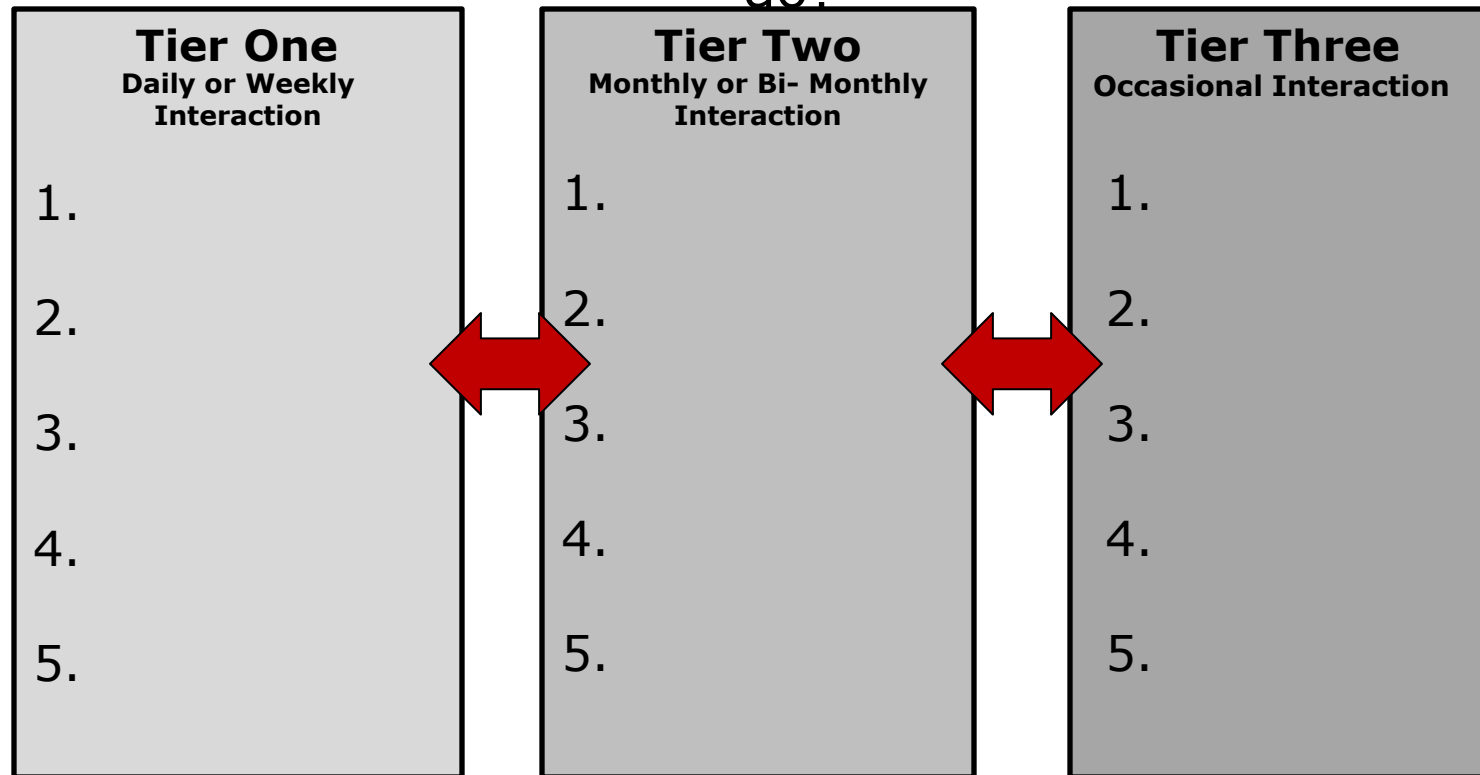
**Whose Virtual Team are YOU on?**



# Virtual Team Exercise

## Do YOU have a Robust Virtual Team?

Are people motivated and inspired by what you do?



# RP

## Do You Have RP?

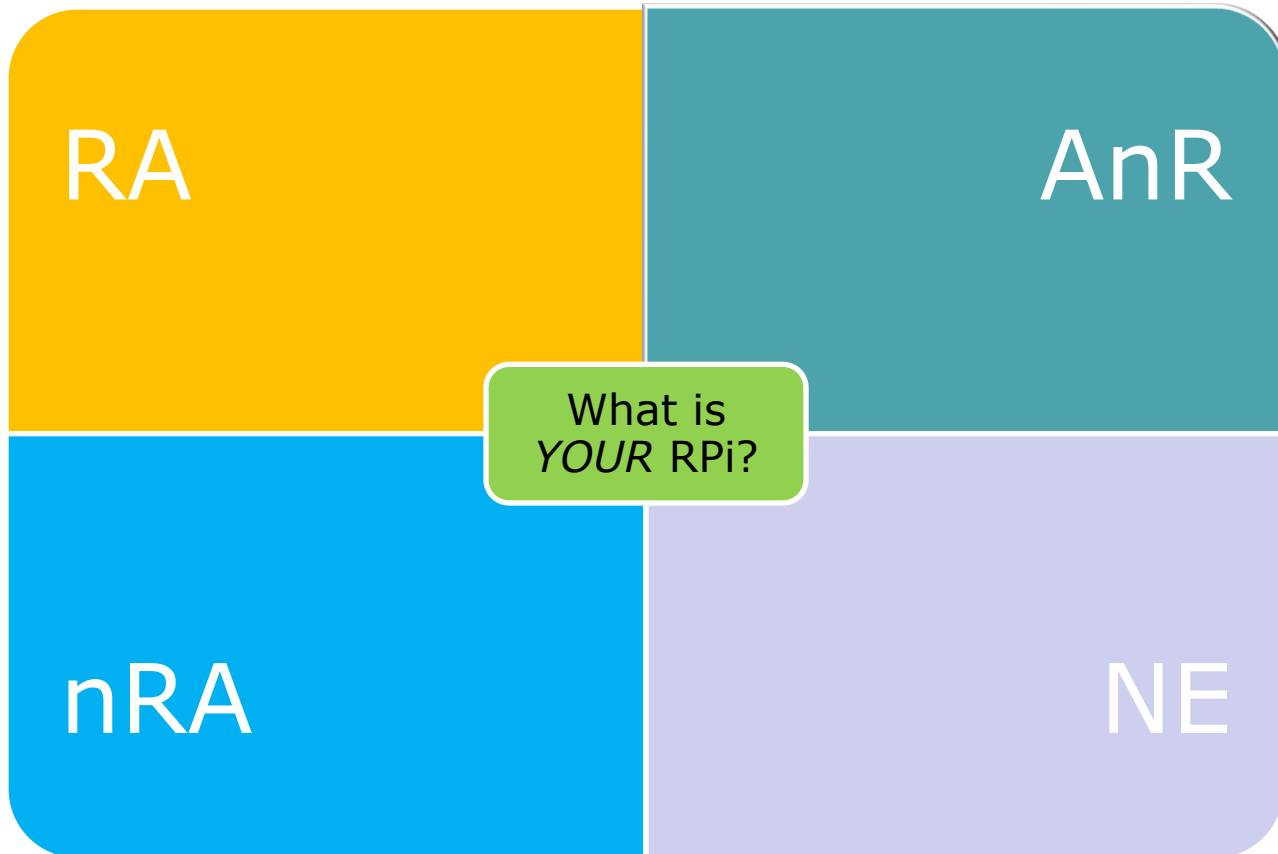
# Relationship Portability <sup>SM</sup>

- **Reliable and Available**
- **Available *but not* Reliable**
- ***Neither* Reliable nor Available**
- **Non-Existent**

# Relationship Portability <sup>SM</sup>

- **Reliable and Available** – They will always refer you and believe in you. They are consistently available to you and are strong advocates for you as a sales professional and a business professional.
- **Available but not Reliable**- They are available and will take your call and refer you, but not without some concern. They are not consistently reliable to be part of your virtual team.
- **Neither Reliable nor Available**- They don't see you as apart of their business and are not at all extendable.
- **Non-Existent**- These are people you know – maybe from a community organization or your social group – that you have never thought of as a possible business associate. These are “RP” possibilities waiting to happen. Nonexistent can also mean “not yet.”

# Relationship Portability™ Exercise



# Net(work) Right



**Are you networking *or* collecting business cards?**

**How do *you* end every conversation?**

# A Few Thoughts on Networking

1. It's not about you; **it's about them**
2. It's about the **relationship** you build; not about what you have to sell
3. Its about **believing networking will work – it's Lifelong. Be Patient!**
4. It's about knowing your **personal value proposition**, not what's on your card
5. It's about **connecting others**; help before you're asked to help
6. It is about being at the **right places**; not any place **"Todd's Rule of Three"**
7. It's about being an **expert** – at something – be compelling
8. It's about building a strong **virtual team**
9. It's about the ability to **prioritize** your targets
- 10. The FINAL line is...**

# Make Networking Work

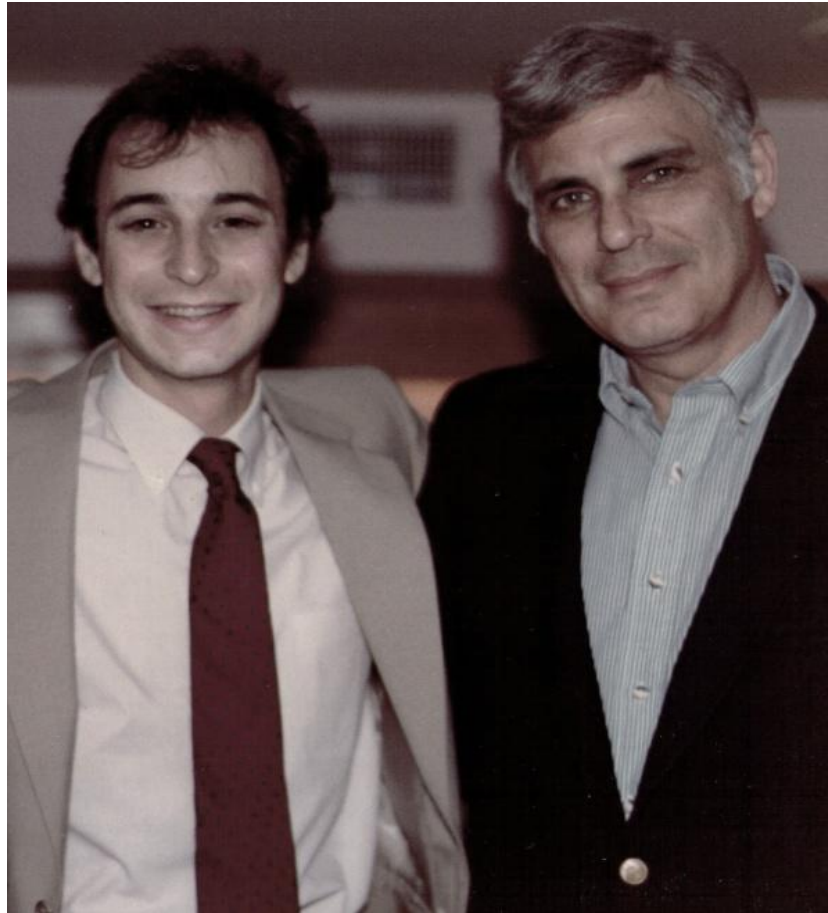
**“How can I help you?”**

# Educate Obsessively

**Are you educating or being  
educated?  
(Hint-do both!)**



# *One Great Sales Professional*



# Everyone's in Sales

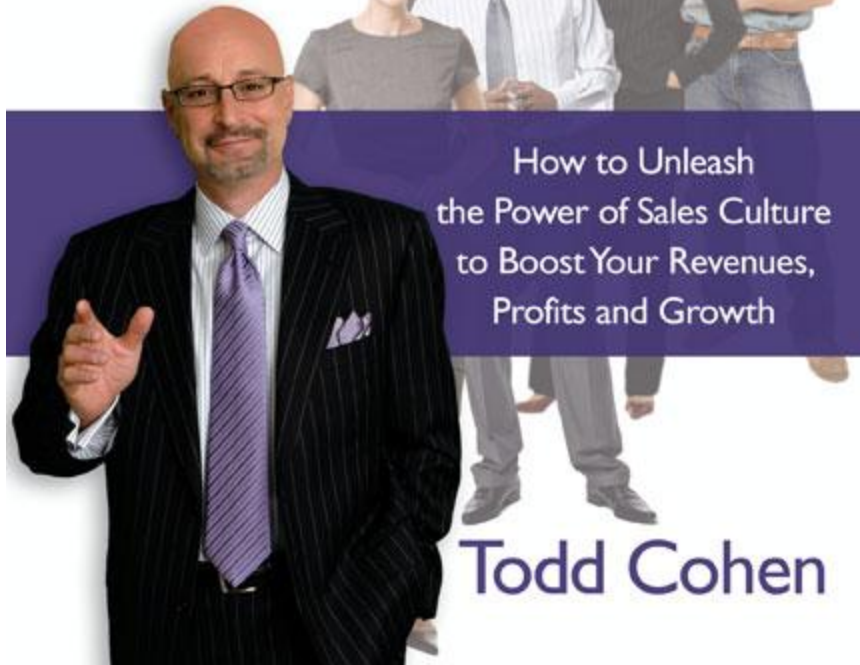
Create *your* Sales Culture

Build and Nurture *your* Virtual Team

Network RIGHT

Know *your* RPi

# EVERYONE'S IN SALES



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