



The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | White Paper



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Upgrading your Sales Force

We often hear sales leaders refer to their top sales reps as “A” players. Typically A players represent the top 10 to 15% of your sales force. The next 65% are your B players and the bottom 20% is split between C players that are struggling to make it and those that will never make it, and then of course you have your new hires sprinkled in amongst all of these groups.

When it comes to investing in your sales force the greatest return comes from concentrating on both your A and B players. First, provide your A players with tools to make their jobs easier and less time consuming. Second, give your B players the same tools while increasing their skills to upgrade your sales force. This is the key to driving larger deals, shorter sales cycles, and greater profitability.



To successfully enhance your A players and transform your B players you should clearly define the characteristics of an A player and compare those attributes to your less successful sales people. Our studies show that A players tend to show greater proficiency in three key areas:

1. **Research:** Do considerable research before they meet with a customer to fully understand the customer's competitive landscape and financial trends
2. **Preparation:** Build questions before the customer meeting that display their understanding of the customer's issues and help build clarity around the customer's needs
3. **Connections:** Draw a clear connection between their solutions and the most pressing business needs of the customer

Our experience tells us that these activities, more than any other, help sales reps move higher in their customer's organizations. They begin to speak the “language” of business priorities and solutions and move away from discussing products and features. As a result, A players tend to have relationships at

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the executive level of the customer's organization. This provides a clear advantage in driving larger deals, shortening the sales cycle, and increasing profitability.

Conclusion

As organizations look to invest in their sales and support teams, the greatest return often lies in making research, preparation, and connection activities as easy and fast as possible. Giving you're A and B players the tools to uncover complex business issues that are relevant to their customers and the skills to be able to link their solutions to those issues is the key to upgrading your sales force. The results will reveal themselves in the numbers.

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About LSA Global

Since 1995, LSA has helped leading organizations create and maintain competitive advantages through people. We work with a select group of clients to help them “move the needle” - from simple awareness of best practices through actual adoption of new skills on-the-job to measurable performance that truly impacts the business.

Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to certified best-in-class experts across many areas.

How Far Do You Want



To Move the Needle?

- Our **Sales** clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.
- Our **Customer Loyalty** clients confirm that their customer revenue per household increased by 18%, repeat calls decreased by 48.4%, single contact resolution increased by 6.1% and their overall customer satisfaction increased by 10%.
- Our **Leadership and Management** clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.
- Our **Project Management** clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.

For more information, please visit us:

- [Assess Skills](#)
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