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Welcome to our first issue of "Sales Sagacity"!



These days, most companies are struggling with how to grow the top line, and with good reason. You can't cost cut to profitability forever; **growth comes from sales. That means you're probably looking long and hard at your sales force, but what exactly are you looking for?** In this issue, we'll help answer that question with a time-tested approach!

Please let me know your thoughts!

Ron Visocchi
Managing Partner and Sales Sage

Win A Palm Pilot!



We're giving away a Palm Pilot to celebrate our first edition. If you responded to my earlier message, you're already eligible. If not, just hit reply and **type subscribe in the subject line.**

Thanks for subscribing and good luck!

How to Evaluate Your Sales Force (With AAA!)

Don't you just wish you could call AAA anytime you felt like you're sales team needed a little road side assistance? Well, in a way, you can!

OK, *brilliant* analogy aside, I'm referring to time-tested criteria by which you can confidently evaluate your sales force: **Attitude, Activity and Ability.**

- ✓ **ATTITUDE** - Over the years, I have seen some really gifted sales people, but **attitude** should be the first thing you look for. Why? Because a bad attitude will always poison sales teams and send the wrong signal to customers, prospects and employees alike.
- ✓ **ACTIVITY** - Secondly, anyone can get lucky, but consistent sales success is always a result of balanced and focused sales **activity**. There is no substitute for effective and disciplined execution in the *numbers game* called sales.
- ✓ **ABILITY** - Finally, while there's no question that selling requires considerable **ability**, many sales skills can be learned. The fact is that building sales skills is an on-going process; even natural ability needs to be developed.

So what's the bottom line? In the long run, great ability never overcomes a bad attitude. Hire and develop sales professionals with solid ability and a great attitude to perform the right activities each and every day! *And if you run into trouble, call AAA!*

Sales Tip of the Month

This one goes into the *ability* column under sales training: Recently, a CEO asked me to meet ten members of his sales team. He later asked what I thought; I told him I liked all ten companies! So what's the tip?

- ✓ Train your sales force with standard company presentations and make sure that they understand the company vision, mission and goals. **Let there be one company!**

About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven methods and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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