



**SALESGLOBE**

**sales**

[www.SalesGlobe.com](http://www.SalesGlobe.com)  
(770) 337-9897  
+44 (0)20 7250 4754



## **Future-Proof Your Post-COVID Career: The One Skill That Can't be Outsourced, Offshored, or AI'd**

to work



FUTURE - PLAN  
YOUR CAREER

creative  
problem-solving  
principles  
to live by



creative  
your career

# Our Story: Data-Driven Creative Problem-Solving for Sales



# why?

**We are rethinking sales.**  
SalesGlobe is a data-driven, creative problem-solving firm for sales that solves your most important sales challenges.

## MARK DONNOLO

Managing Partner... and Art School MBA

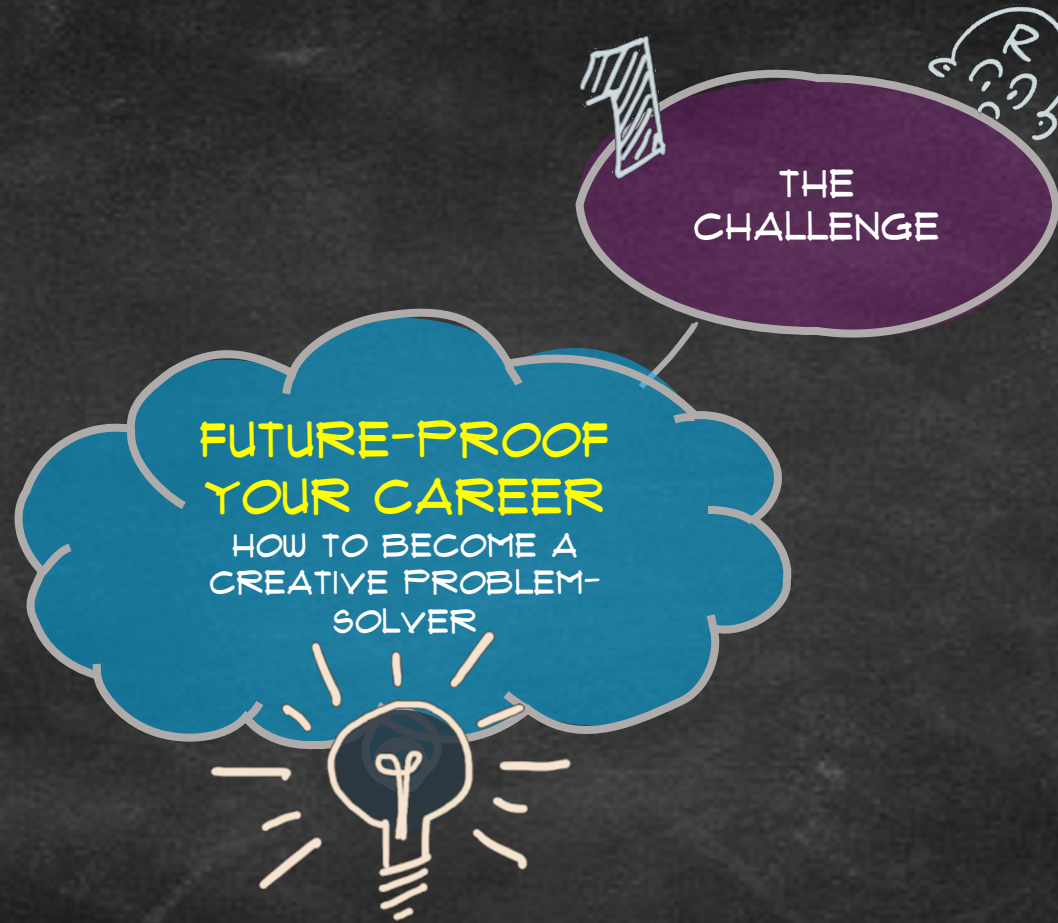


# rethink

- Go-to-Market
- Sales Organization Design
- Sales Capacity and Goal Design
- Talent Assessment and Planning
- Strategic Account Programs
- Sales Compensation
- Quota Setting
- Technology Readiness









# THE FUTURE IS UNCERTAIN AND EVOLVING QUICKLY



## PRE 2020

- MARKETS ARE MOVING
- PRODUCTS, SERVICES, LIFESTYLES CHANGING
- IMPOSSIBLE TO KEEP UP WITH TECH SKILLS
- CAREERS ARE CHANGING - YOUR FUTURE CAREER MAY NOT EXIST YET
- JOBS ARE GETTING DOWNSIZED AND COMMODITIZED
- ONCE VALUABLE FUNCTIONS ARE GETTING OFFSHORED AND AI'D



## COVID / POST COVID

- FEAR AND OPPORTUNITY WILL DRIVE BUSINESS DECISIONS
- LOWER COST OF WORKING REMOTE (TRAVEL, COMM REAL ESTATE) WILL BE TEMPTING (FOR NOW)
- REMOTE WORKERS WILL LOSE COLLABORATION
- COMPANIES WILL LOSE CONNECTION WITH THEIR TEAMS
- PRODUCTIVITY WILL DIP
- THE EMPLOYEE VALUE PROPOSITION WILL CHANGE FOR ROLES THAT DEPEND ON CONNECTION

OUR TRADITIONAL CAREER FOUNDATIONS ARE CRACKING



# THE LAST FRONTIER (SO FAR)

YOUR ABILITY TO CREATIVELY  
SOLVE PROBLEMS



... IN A DATA-DRIVEN WAY



... TO GET IMPACT



... IN YOUR ORGANIZATION




... IN YOUR LIFE





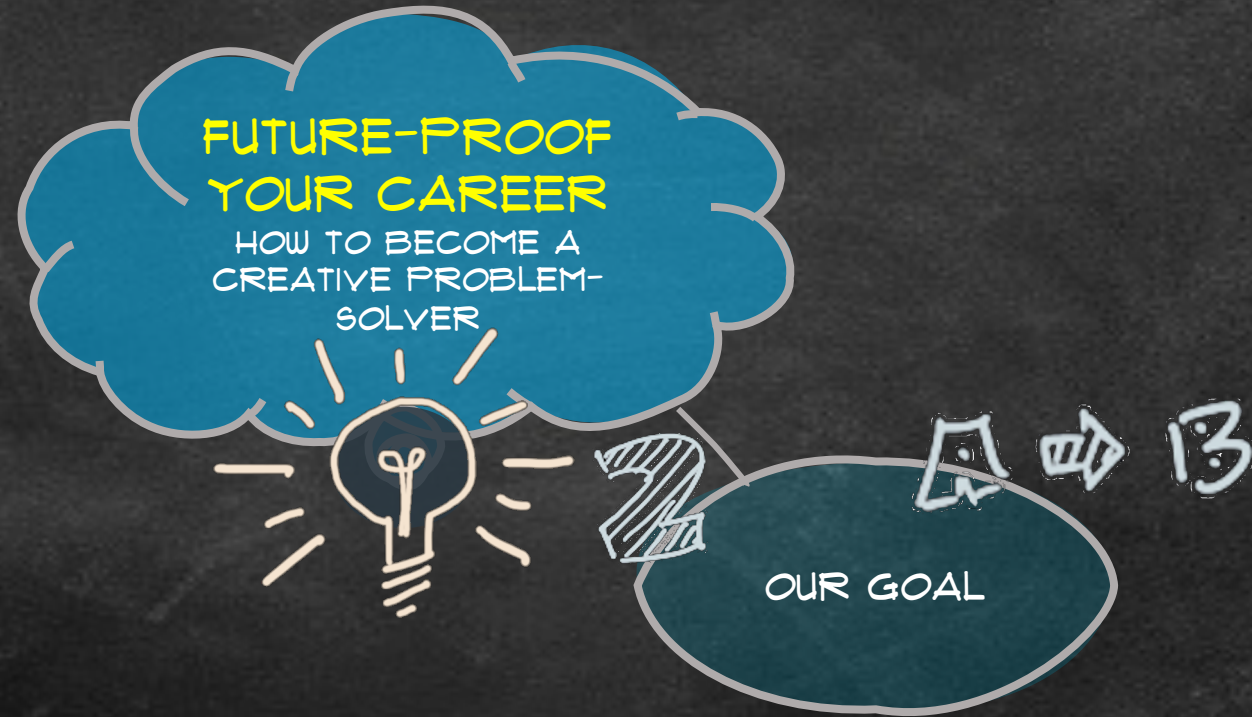
WHERE WERE YOU WHEN YOU THOUGHT OF  
YOUR LAST GREAT IDEA?



FUTURE-  
PROOF  
CREATIVE  
PRINCIPLE

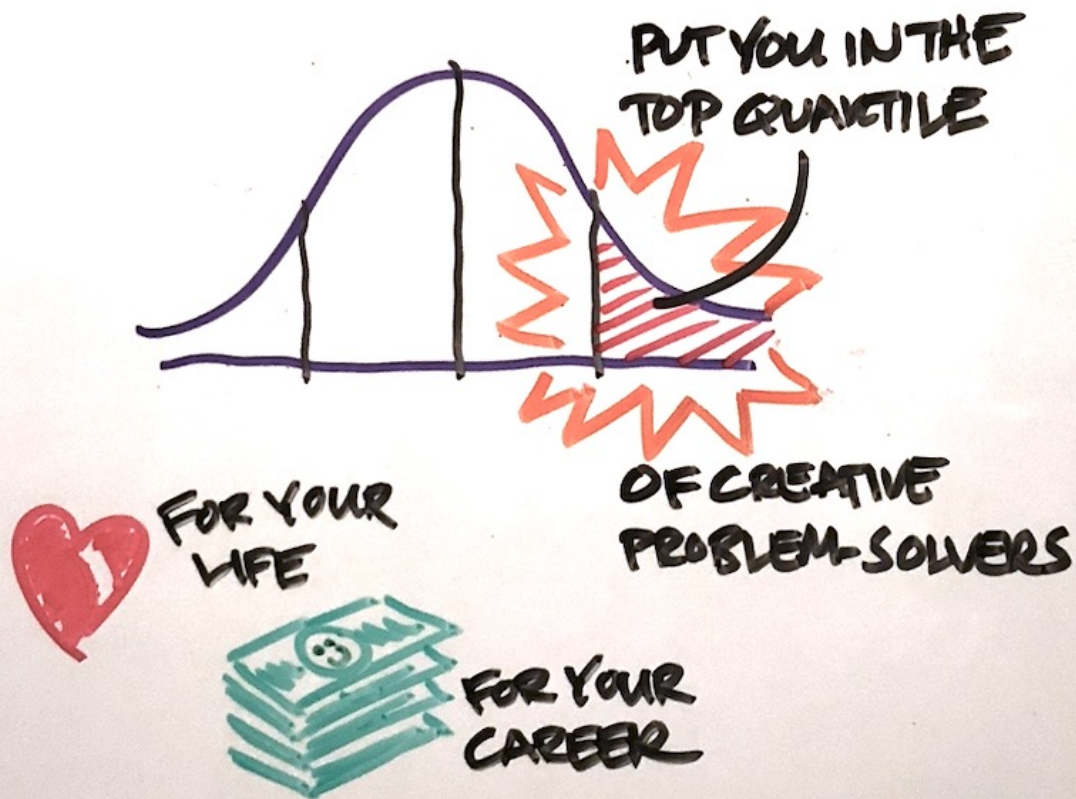
WALK AWAY  
FROM THE  
PROBLEM





# MY GOAL FOR YOU

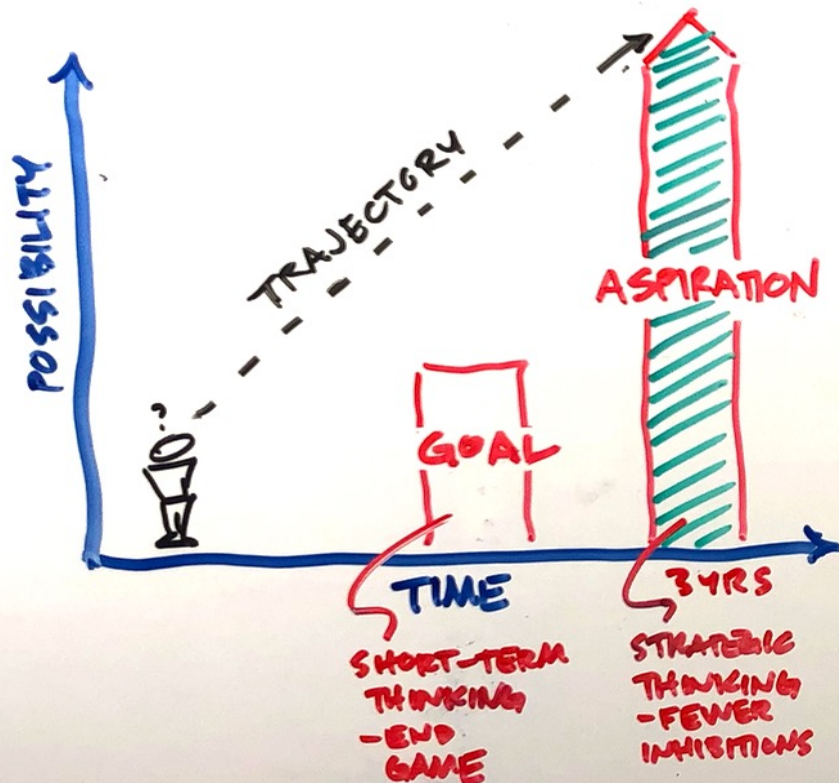
MAKE YOU A BETTER DATA-DRIVEN  
CREATIVE PROBLEM-SOLVER



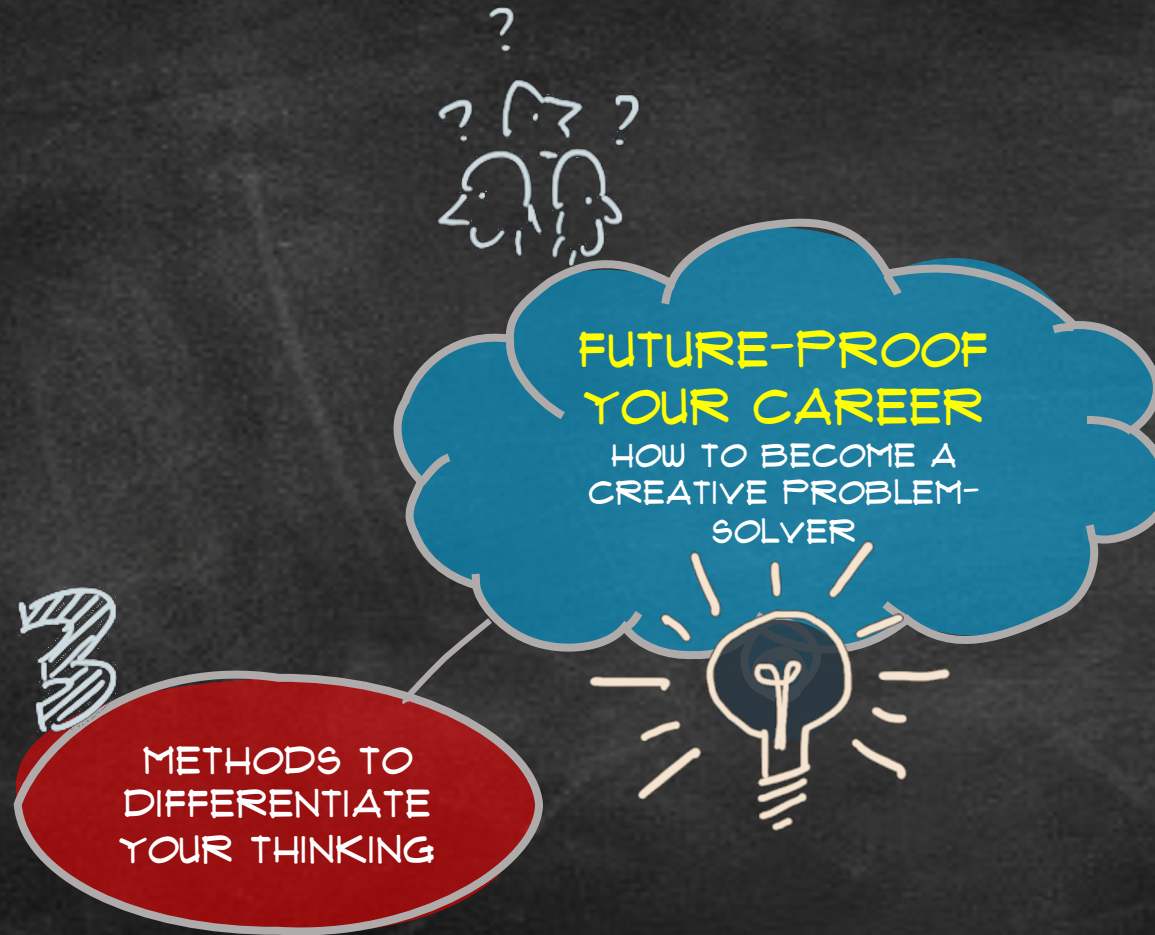


# WHAT ARE YOUR ASPIRATIONS?

HOW YOU THINK...  
GETTING ASPIRATIONAL



- WHAT ARE YOU TOLERATING?
  - CAREER
  - LIFE
- WHAT EXCITES YOU?
- WHERE DO YOU WANT TO BE?
- WHEN?
- HEALTHY FRUSTRATION





IT ALL STARTS WITH A PROBLEM







## *Understanding the Story*

### **What...**

are the pain points?

### **How and When...**

did it happen and develop?

### **Who...**

was involved?

### **Where...**

was it happening?

### **Why...**

was it done this way?

### **What...**

- Frozen engine.
- No oil

### **How and When...**

- Car just stopped
- Had prior accident and repairs
- Changed the oil recently but no oil?

### **Who...**

- Auto association- incorrect diagnosis
- Repair shop after the prior accident

### **Where...**

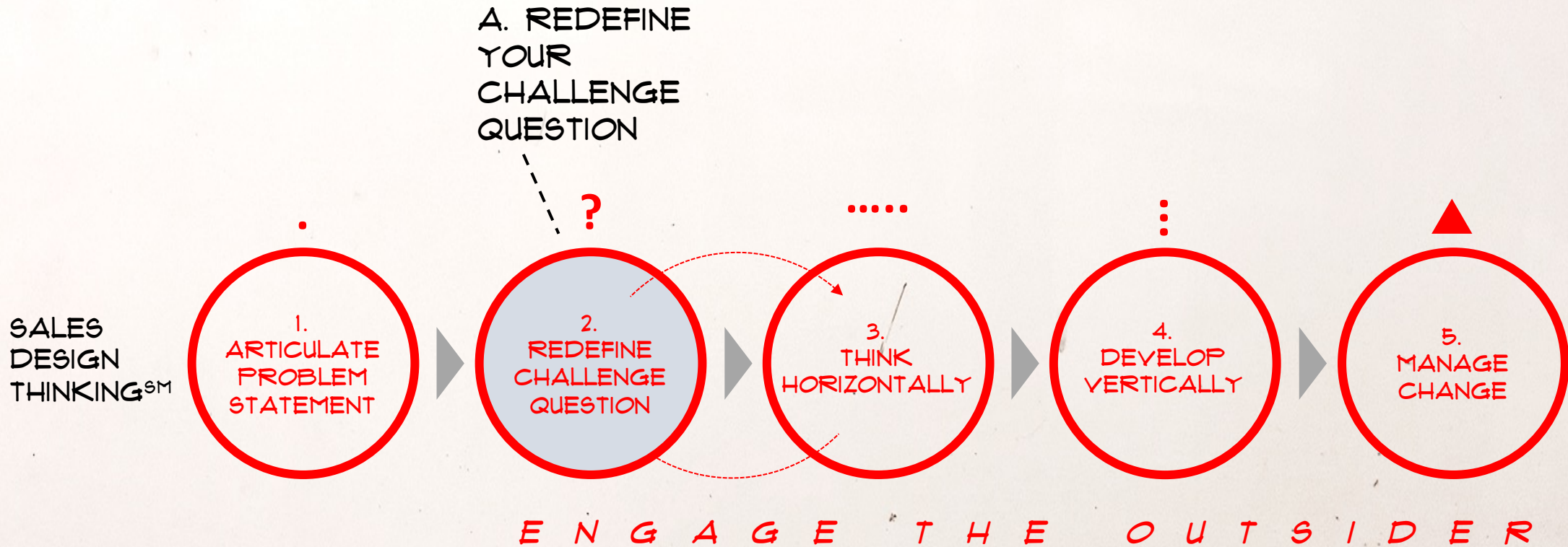
- Engine froze in NC but repairs in GA
- Subsequent oil changes in GA

### **Why...**

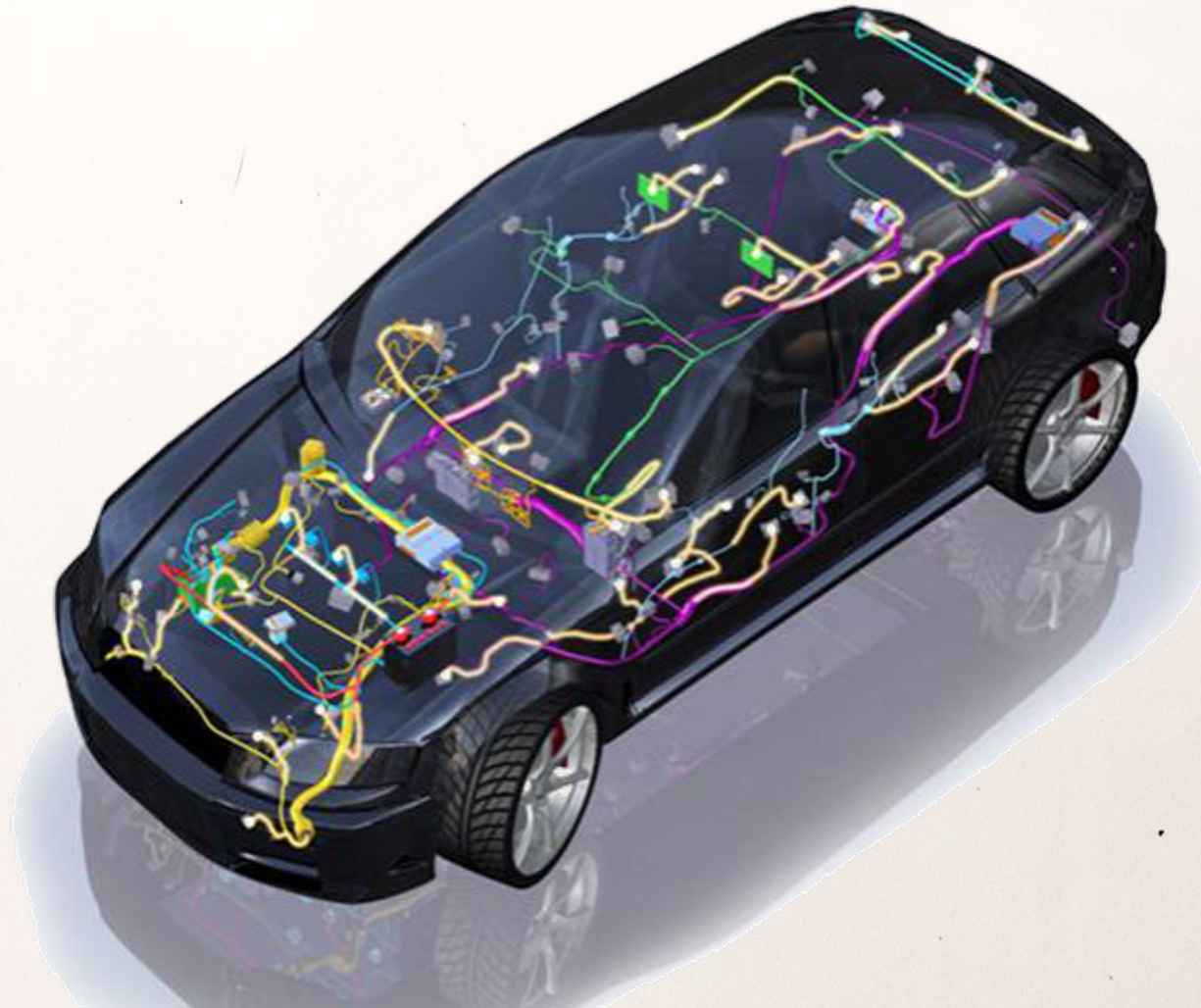
- Prior shop was in a hurry
- Missed the rag in the engine



# LET'S LOOK AT 3 OF MY FAVORITE WAYS TO DIFFERENTIATE YOUR THINKING



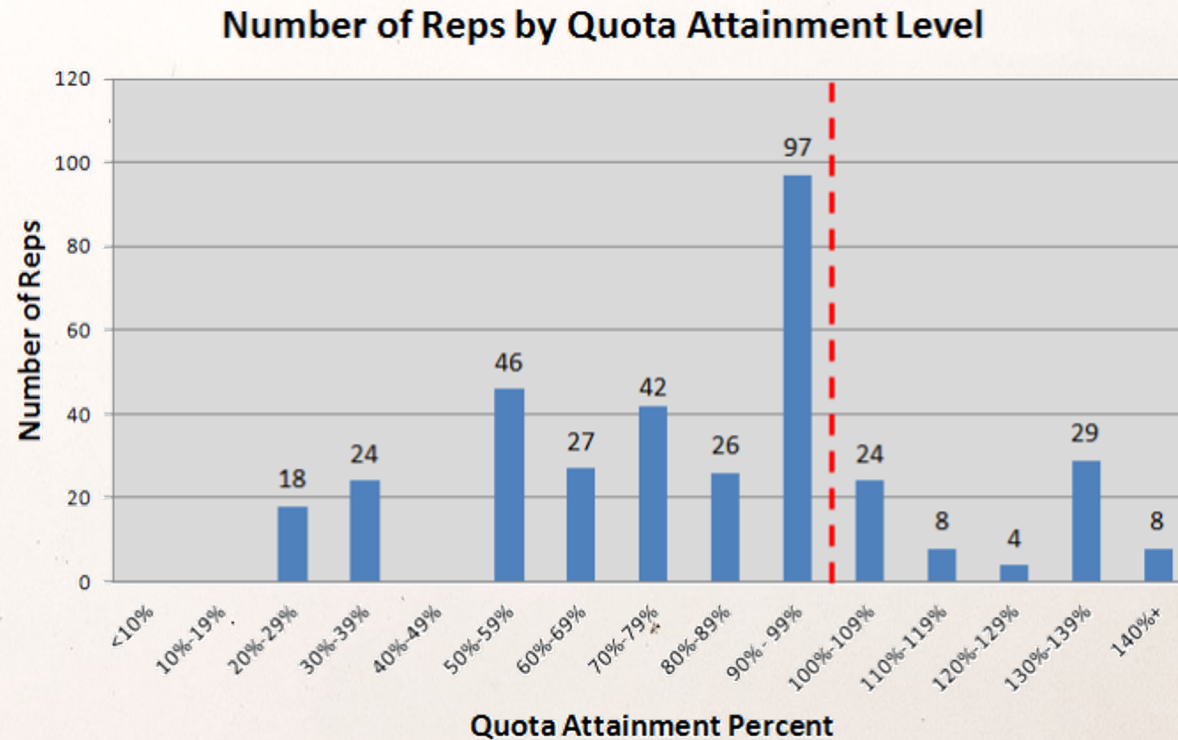
# THE COMPANY'S PROBLEM AUTOMOTIVE ELECTRONICS INDUSTRY





# WHAT THEY SAW

## *Lagging Quota Attainment for Professional Services Team- The Company's Future*



# THEIR PROBLEM STATEMENT

*We need to SPIF the  
primary sales team to  
create leads for  
Professional Services.*



# BUT WHAT'S THE REAL CHALLENGE?

## **What...**

are the pain points?

## **How and When...**

did it happen and develop (the story)?

## **Who...**

was involved (executives, roles)?

## **Where...**

was it happening (globally, regions)?

## **Why...**

was it done this way?



*Understanding  
the Story*



# THIS WAS IN THE FIRST MEETING...

## Understanding the Story

### What...

- PS creates stickiness and expansion for core products sold by the primary sales team.
- Too many PS reps were below quota (only 20% attaining) dragging company performance.

### How and When...

- Company started with core electronics.
- Acquired a company that provided PS to differentiate competitively.
- The primary organization was slow to adopt leading to lagging performance.

### Who...

- Those who brought PS in on leads dramatically expanded their customer business.
- Those who tried to sell it themselves or delayed, missed the boat and lost deals.

### Where...

- In deals where sellers from the primary sales team weren't believers in the power of PS.
- The message wasn't getting across to the team overall or to sellers who were new.

### Why...

- The primary sales organization thought PS created risk in their deals or would slow them down.
- The primary sales organization was paid on short-term metrics, so speed was critical.
- But the PS team could prove that it actually accelerated and expanded deals.



## *Understanding the Story*

### **What...**

are the pain points?

### **How and When...**

did it happen and develop (the story)?

### **Who...**

was involved (executives, roles)?

### **Where...**

was it happening (globally, regions)?

### **Why...**

was it done this way?

## *Creating a Solution Vision*

### **What...**

is a successful outcome?

### **How and When...**

could it happen (at once, over time)?

### **Who...**

should be involved (executives, roles)?

### **Where...**

should this happen (globally, regions)?

### **Why...**

would it be beneficial or be resisted?

## Creating a Solution Vision

### What...

- Raise PS sales organization quota performance (50% to 70%)
- Increase lead generation from the primary sales team.
- Grow revenue per customer for the company.

### How and When...

- Communicating the upside from PS to the primary sales organization.
- Immediately across the organization.

### Who...

- The primary sales organization.
- The roles that primary and PS should play in the sales process.

### Why...

- A benefit to shareholders with increased, predictable growth.
- To sales with higher win rate and greater customer expansion.
- To the primary sales team with greater rewards for generating PS leads that close.



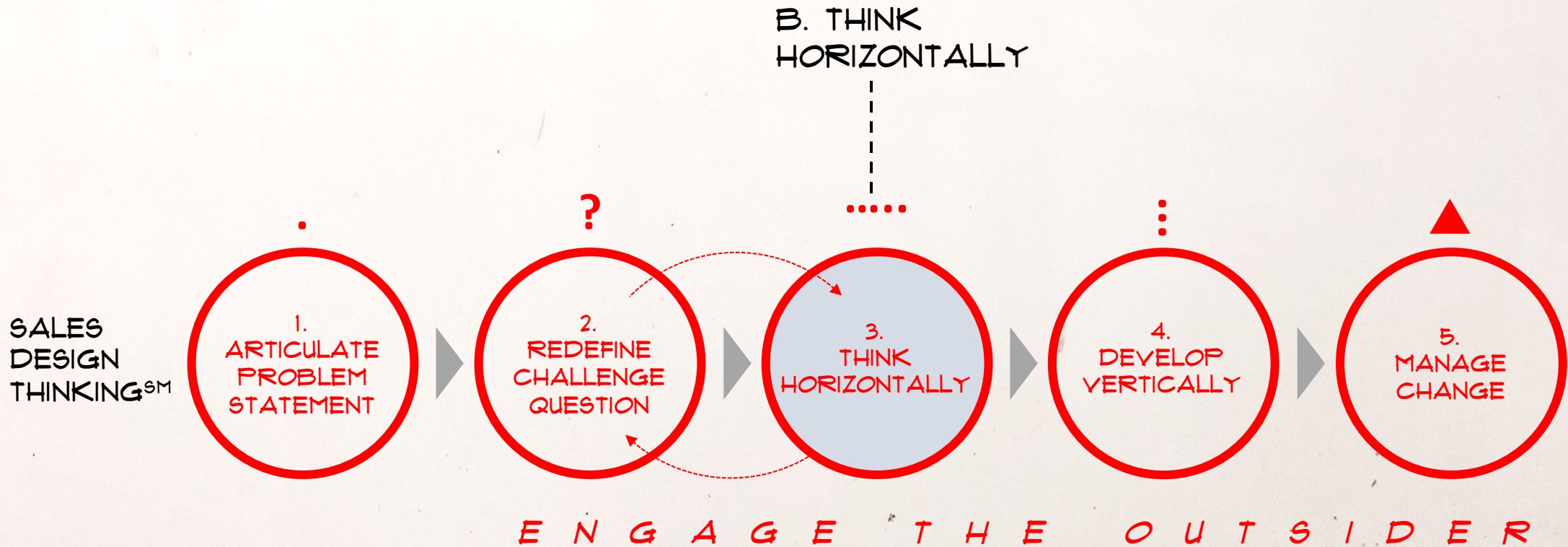
## *Redefined Challenge Question*

How can we develop a solution that:

- **Communicates the benefits** of generating PS opportunities,
- **defines the roles and rules of engagement** for primary and PS,
- **rewards** primary sales reps **for generating PS leads** and
- **drives increased, predictable growth** for the company?

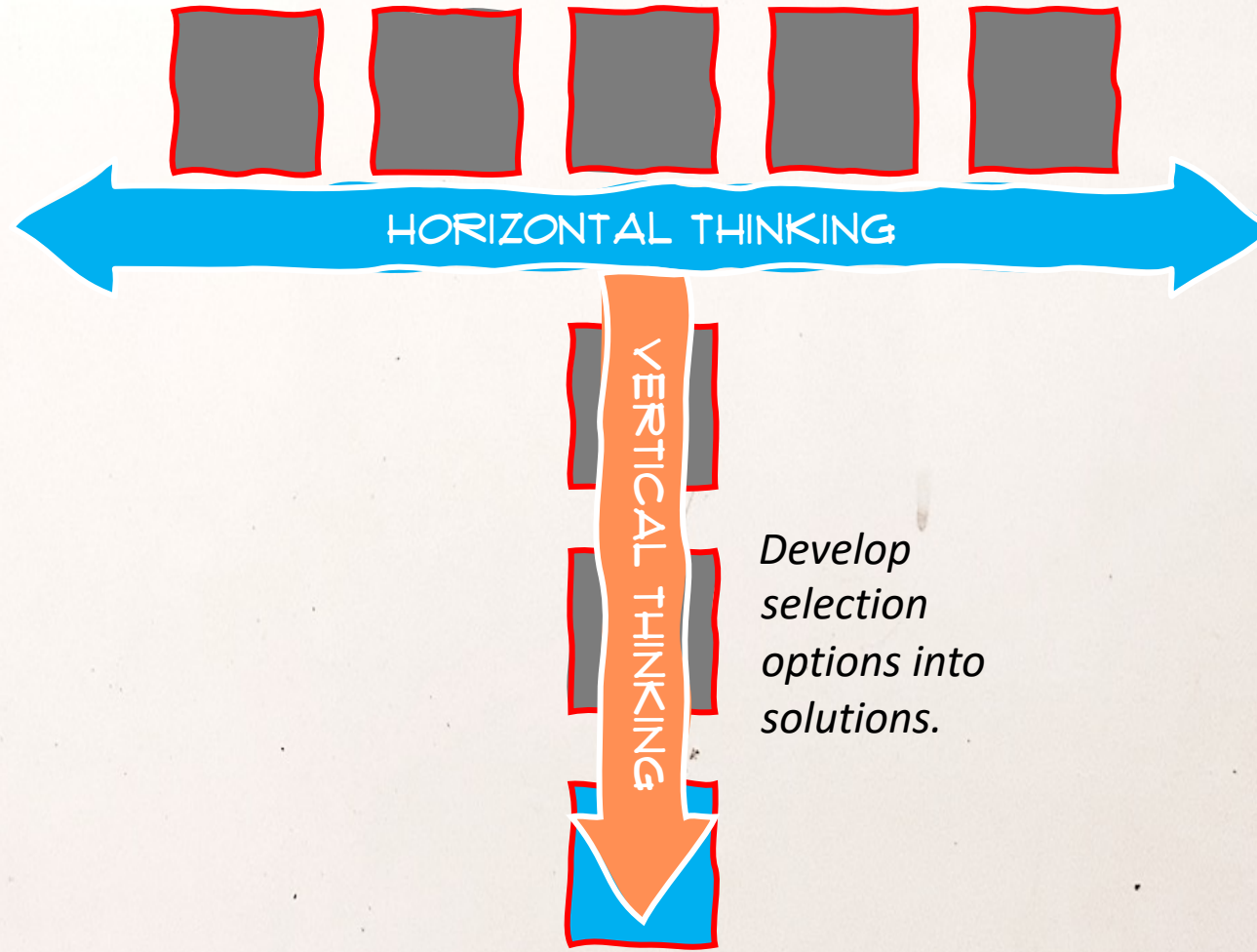
**THIS SIMPLE METHOD CHANGED HOW THE ORGANIZATION  
APPROACHED THE PROBLEM...**

# LET'S LOOK AT 3 OF MY FAVORITE WAYS TO DIFFERENTIATE YOUR THINKING





# THINKING HORIZONTALLY EXPANDS YOUR MIND



*Generate options to address the decision points.*

*Develop selection options into solutions.*

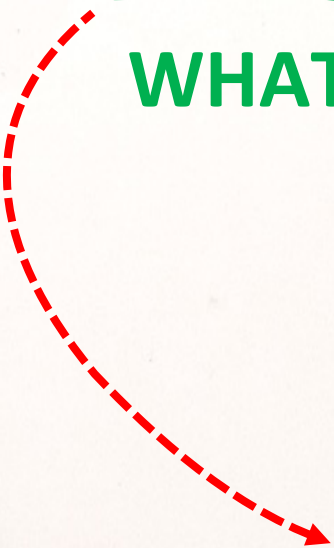
## *Redefined Challenge Question*

How can we develop a solution that:

- **Communicates the benefits** of generating PS opportunities,
- Defines the roles and rules of engagement that primary and PS, should play in the sales process,
- rewards primary sales reps for generating PS leads and
- drives increased, predictable growth for the company?

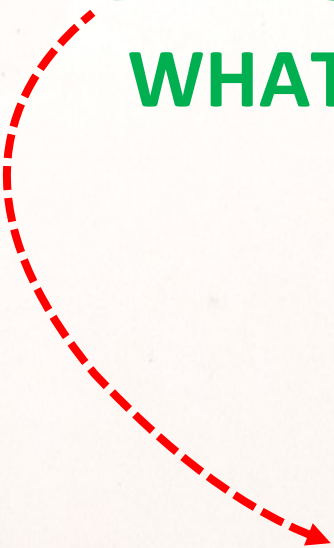


Communicates the benefits



**WHAT IS** communicating?

**Communicates the benefits**

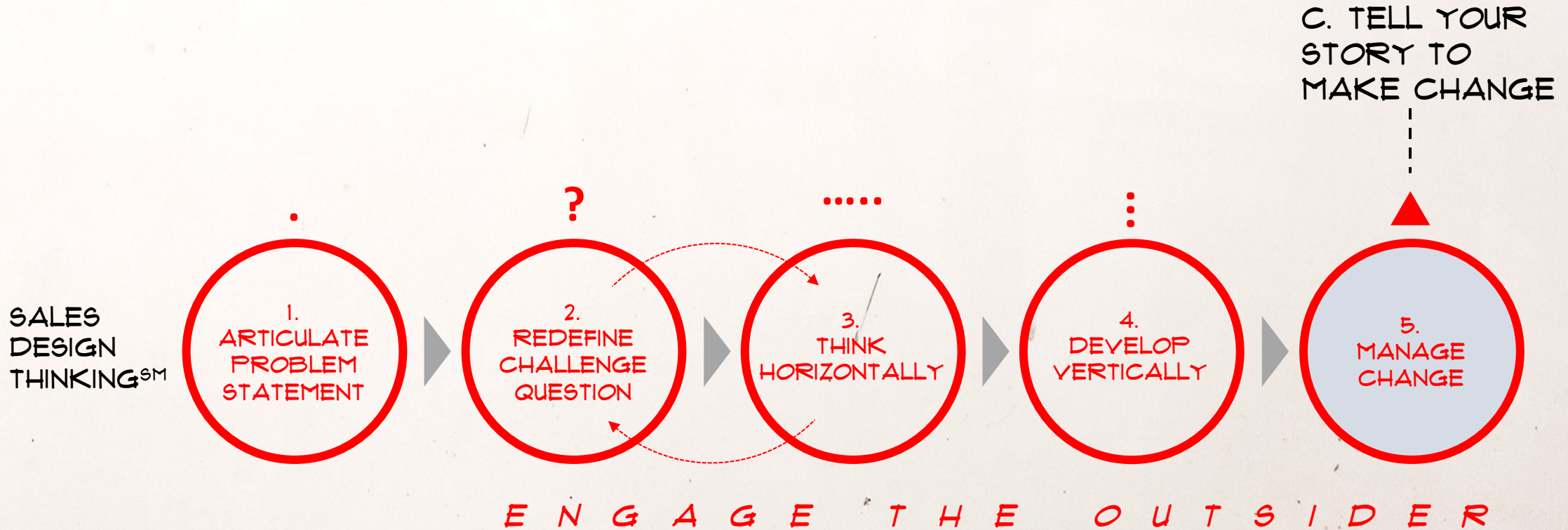


**WHAT IS communicating?**

- |                    |                           |
|--------------------|---------------------------|
| <b>Audience</b>    | <b>Voices we know</b>     |
| <b>Message</b>     | <b>Vehicles</b>           |
| <b>Positioning</b> | <b>Frequency</b>          |
| <b>Trust</b>       | <b>Feedback</b>           |
| <b>Truth</b>       | <b>Reinforcement</b>      |
| <b>Proof</b>       | <b>Schedule</b>           |
| <b>Clarity</b>     | <b>Pattern</b>            |
|                    | <b>Etc., Etc., Etc...</b> |



# LET'S LOOK AT 3 OF MY FAVORITE WAYS TO DIFFERENTIATE YOUR THINKING



# STORIES ARE IMPORTANT BECAUSE...



THEY LEVERAGE OUR PRIMAL WIRING

WE LEARN THROUGH STORIES

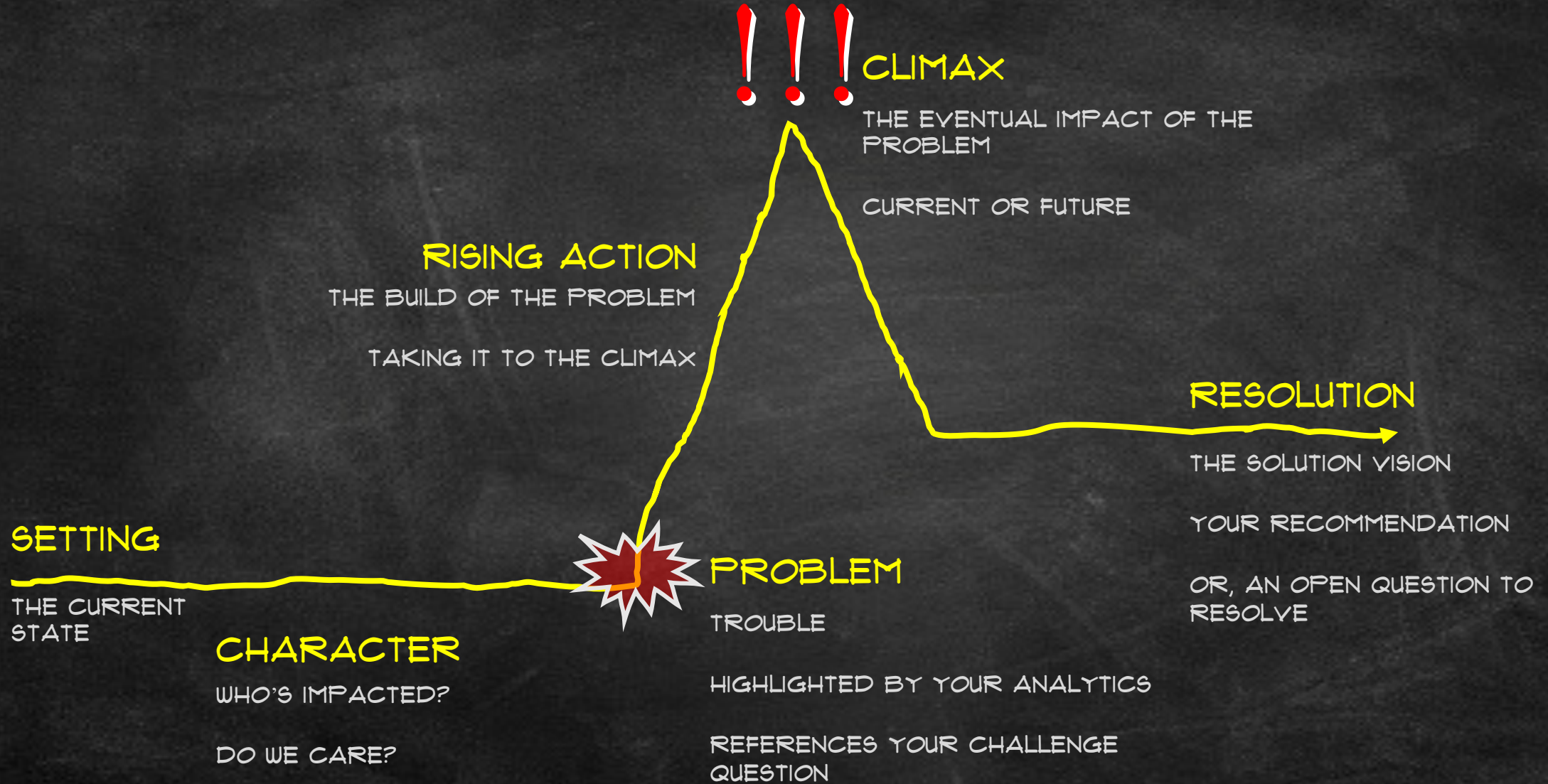


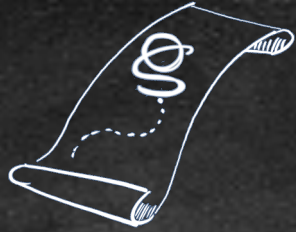
WE ENGAGE WITH STORIES

STORIES MOTIVATE ACTION









*SalesGlobe and WorldatWork surveyed 380 employers and 1,400 employees about their back-to-work plans and we found an interesting story...*

**60%** OF EMPLOYEES ARE WORKING REMOTELY



AND **76%** SAY THEY WANT TO CONTINUE WORKING REMOTELY, AT LEAST PART TIME



### INVESTMENT IN REMOTE...

A LARGE PORTION OF EMPLOYERS ARE ACCELERATING INVESTMENT IN:

VIRTUAL CONFERENCING: **95%**  
NETWORK SECURITY: **70%**

THE FUTURE OF SALES WILL GO TO THE DATA-DRIVEN, CREATIVE PROBLEM-SOLVERS...

WHAT'S YOUR BACK-TO-WORK PLAN FOR CUSTOMER INNOVATION AND EMPLOYEE RETENTION?

### EXPECTATIONS...

BUT COMPANIES ANTICIPATE ONLY **34%** WILL CONTINUE WORKING REMOTELY

### RETENTION RISK...

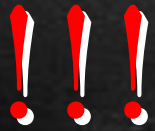
**32%** OF EMPLOYEES WON'T RETURN TO WORK OR WILL LOOK FOR A NEW JOB IF THEIR EMPLOYER DOESN'T ALLOW REMOTE WORK



### FUTURE INNOVATION DEFICIT?

BUT ONLY A SMALL PORTION IN:  
PROJECT MANAGEMENT **22%**  
INTERNAL COMMUNICATION **36%**

WHILE LARGE POPULATIONS OF IDEA-GENERATING EMPLOYEES TRY TO COLLABORATE AND CREATE AT A DISTANCE







SalesGlobe and WorldatWork surveyed 380 employers and 1,400 employees about their back-to-work plans and we found an interesting story. !!!

**CLIMAX**

POTENTIAL TURNOVER

COLLABORATION DEFICIT

INNOVATION DEFICIT

THE FUTURE OF SALES WILL GO TO THE DATA-DRIVEN, CREATIVE PROBLEM-SOLVERS...

WHAT'S YOUR BACK-TO-WORK PLAN FOR CUSTOMER INNOVATION AND EMPLOYEE RETENTION?

**RESOLUTION**

BACK-TO-WORK PLAN

EMPLOYEE VALUE PROPOSITION

COLLABORATION SOLUTIONS

BEING INTENTIONAL AND ACTION-ORIENTED

**FUTURE INNOVATION DEFICIT?**

BUT ONLY A SMALL PORTION IN:  
PROJECT MANAGEMENT **22%**  
INTERNAL COMMUNICATION **36%**

WHILE LARGE POPULATIONS OF IDEA-GENERATING EMPLOYEES TRY TO COLLABORATE AND CREATE AT A DISTANCE



60% OF EMPLOYEES ARE WORKING REMOTELY



AND 76% SAY THEY WANT TO CONTINUE WORKING REMOTELY, AT LEAST PART TIME

**RISING ACTION**

77% OF EMPLOYERS WILL MAKE REMOTE WORK POLICES MORE FLEXIBLE

VIRTUAL CONFERENCING: **95%**  
NETWORK SECURITY: **70%**

BUT COMPANIES ANTICIPATE ONLY 34% WILL CONTINUE WORKING REMOTELY

**PROBLEM**

32% OF EMPLOYEES WON'T RETURN TO WORK OR WILL LOOK FOR A NEW JOB IF THEIR EMPLOYER DOESN'T ALLOW REMOTE WORK



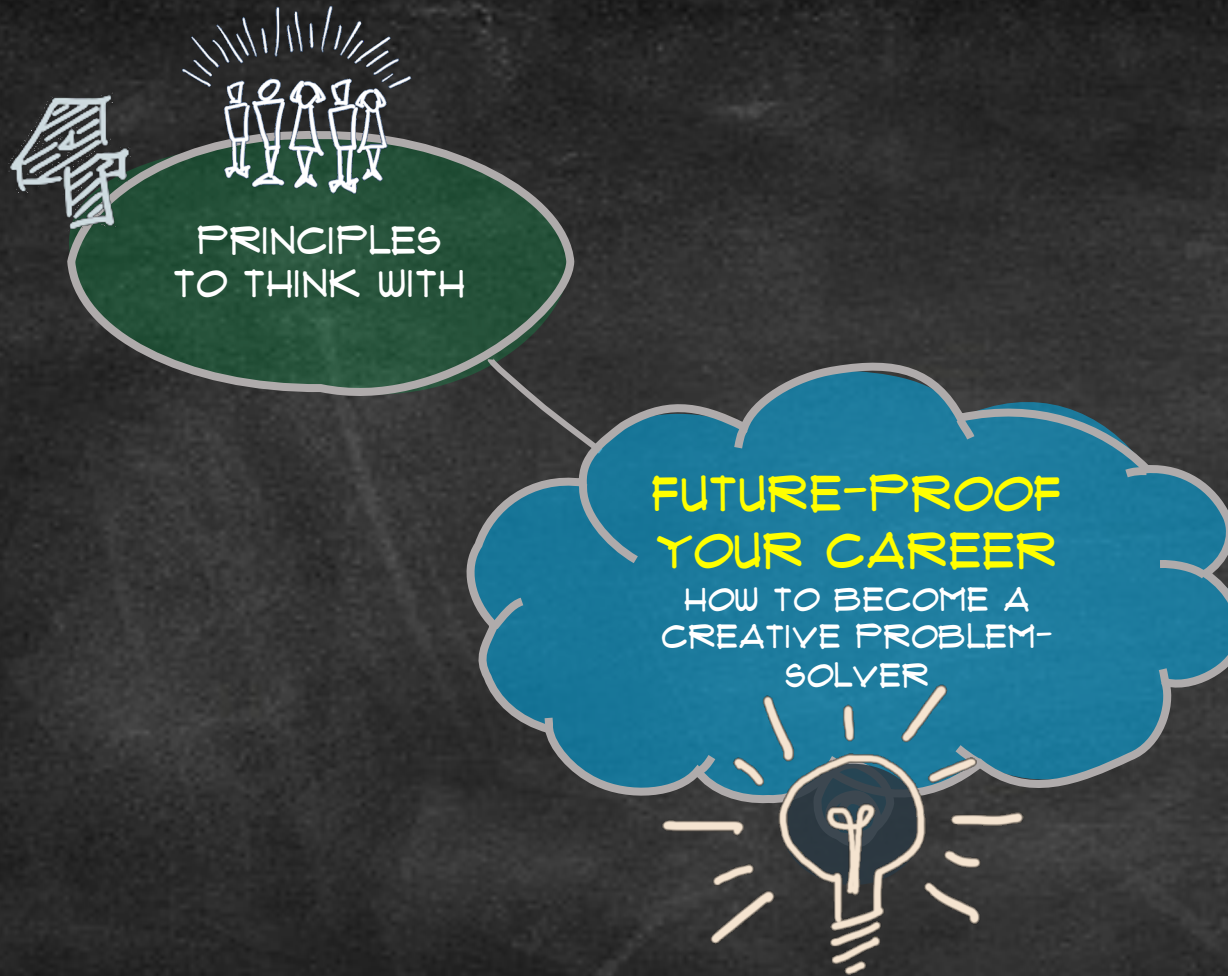
**SETTING**

**CHARACTER**

**EXPECTATIONS...**

**RETURN TO WORK**





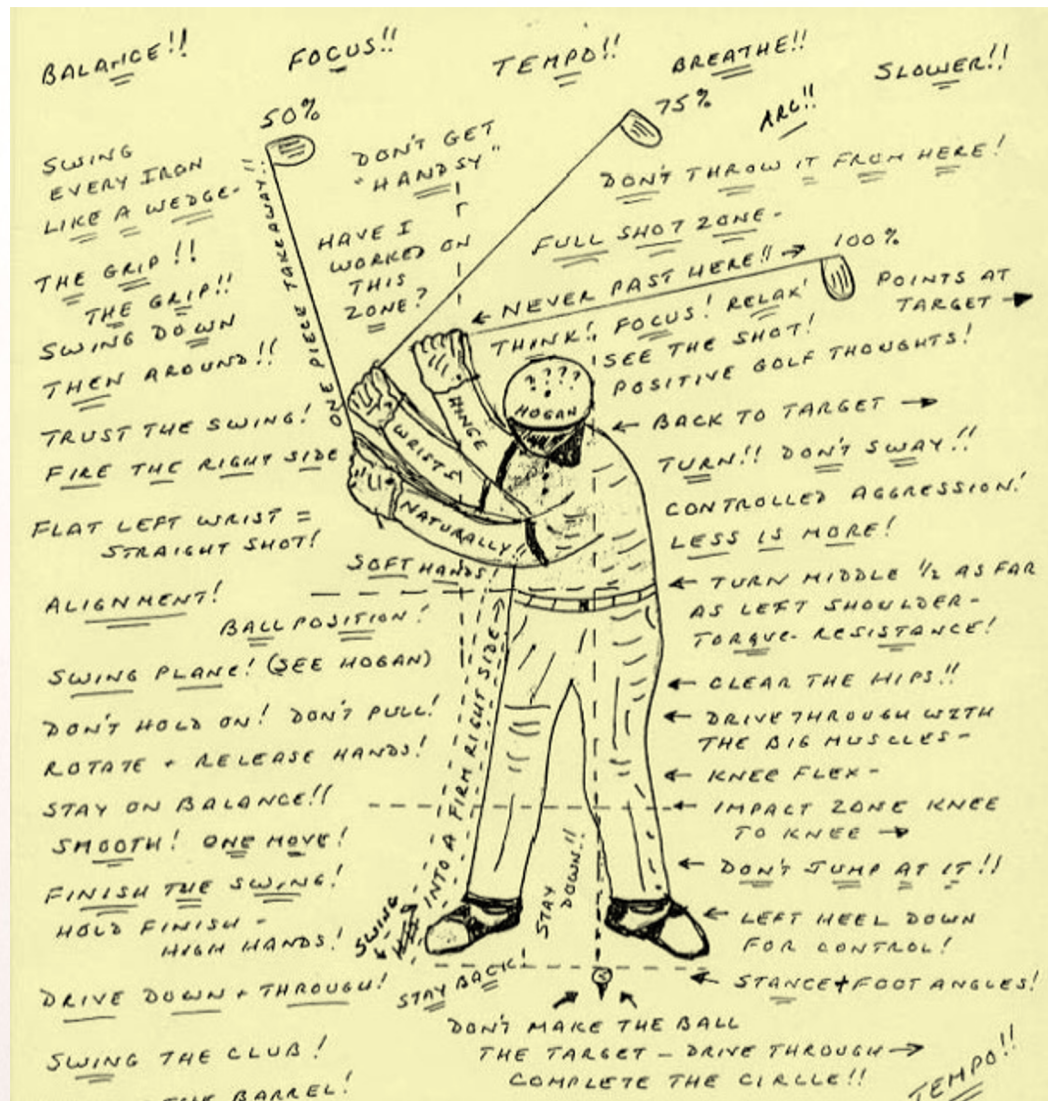


# MY FAVORITE PRINCIPLES TO THINK WITH

- 1** PROTECT TIME TO THINK
- 2** LOOK AT BARRIERS AS CREATIVE ENABLERS
- 3** WALK AWAY FROM THE PROBLEM
- 4** GET COMFORTABLE BEING LOST
- 5** ENGAGE THE OUTSIDER







# PUTTING IT INTO ACTION

- Try a step at a time incorporated into your work
- Make it natural, not mechanical
- Build your creative muscle memory into how you think

# Thank You!

For more, please visit [SalesGlobe.com](https://SalesGlobe.com) or call us at 770 337 9897

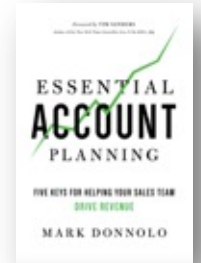
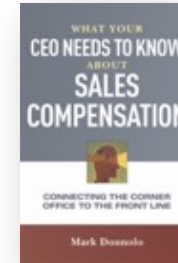


[On Amazon.com](#)

[On Amazon.com](#)

[On Amazon.com](#)

[On Amazon.com](#)



## Strategic Sales Compensation Report Card

Use the categories in this report card to evaluate your sales compensation plan. Grade your program according to the dimensions of the Sales Compensation Diamond from Chapter one, *What Your CEO Needs to Know About Sales Compensation*, that articulate the key steps in plan evaluation and design. Select the grade that most closely represents your organization's performance in each area. Once you are done, have each of your team members do the same, and compare results and potential actions. To obtain your results, please ensure the proper contact information is below. Your results will be forwarded to you by email within two business days.

01 Contact Information	02 C-Level Goals and Sales Roles	03 Framing the Plan	04 Operating for Results	05 Aligning Team and Financials	06 Linking Pay and Performance
For More information on The Revenue Roadmap					
Strongly Agree    Agree    Somewhat Agree    Disagree    Strongly Disagree					
We have a clear understanding of The Revenue Roadmap and the upstream and downstream disciplines that connect to sales compensation.*					
We have articulated our C-Level Goals around Customer, Product, Coverage, Financial, and Talent priorities.*					

[SalesGlobe Rethink Sales Podcast](#)

[Strategic Sales Compensation Report Card](#)

[How to Grow Your Accounts in the New Economy- Salesman Podcast](#)

[The Four Phases of COVID-19 Recovery for Sales](#)

[How to Hit 300% Quota- Salesman Podcast](#)

[Accelerating into 2021: Quotas, Compensation, and Enablement- Evolvers Podcast](#)

[How to Build a Better Sales Compensation Plan](#)