

21 POINT ONSITE ANALYSIS

PROCESS

The 3-day onsite analysis includes executive level interviews, possible joint sales calls or listening in on calls, review of sales and marketing collateral, and in-depth of analysis of the following 21 points that affect gross sales and net profit margins. Actual onsite agendas will vary depending on industry, product or service, corporate size, structure, and time allowed. It will be followed by a summary of findings and recommendations for next steps.

1. **Three-Year Sales and Profit History:** Without intervention, history predicts destiny. A three-year track record gives a good snapshot of sales and profit trends. Sometimes sales are up, but profits are down. We need to see both to understand the current trajectory and where improvement is most needed.
 - a. *“Be sure you know the condition of your flocks,” (Proverbs 27:23)*
2. **Customer Analysis:** A list of purchase volume and profit generated by each customer in the last 12 months. This allows us to identify winners and losers through an 80/20 lens in terms of profit contribution, and reframe future efforts and activities through a 10X grid to maximize ideal opportunities while minimizing time consuming, low profit ones. SD Myers: Bottom 1000 (20%)
 - a. *“Give careful attention to your herds;” (Proverbs 27:23)*
 - b. *“Not looking to your own interests but each of you to the interests of the others.” (Philippians 2:4)*
3. **Your Offer:** The products and services you offer ranked in order of price point (highest to lowest), actual sales (most to least) and gross margin (highest to least). Do any need of them need to be updated or repriced? How strong and motivating is your offer? We look to see how your offers can be improved to get higher conversions.
 - a. *“The kingdom of heaven is like treasure hidden in a field, which a man found and hid; and for joy over it he goes and sells all that he has and buys that field.”*
 - b. *“Again, the kingdom of heaven is like a merchant seeking beautiful pearls, who, when he had found one pearl of great price, went and sold all that he had and bought it.” Matthew 13:44-46)*
4. **Sales Process:** This varies by industry and company, but every company should have a clearly defined sales process. According to the Harvard Review, businesses with a standardized sales process see up to a **28% increase in revenue** . But it must be the right process that doesn't lose prospects unnecessarily between steps in the process.

a. *“How then shall they **call** on Him in whom they have not believed? And how shall they **believe** in Him of whom they have not heard? And how shall they **hear** without a preacher? ¹⁵ And how shall they **preach** unless they are **sent**?”*
(Romans 10:14-15)

b. Process:

i. **Send** (apostello): GO! GET STARTED! To send out with a specific purpose or mission. What is the purpose of this call, email, offer, etc.? Get focused on the mission. Be clear about it. Not just because it's Thursday. Go with authority and confidence. Know your value proposition. Convey that authority and confidence in person, by email, in all communications.

ii. **Preach** (kerysso): Boldly declare the message. This requires confidence and confidence comes from knowing. What should you know to boldly declare?

iii. **Hear** (akouo): comprehend, learn, understand. One of the best ways to cause understanding is to lead by asking questions. Get them to think. Do like Paul, and pray. (my 3 X 5 cards) He prayed that God would give them the spirit of wisdom (left brain, logic) and revelation (right brain seeing) that the eyes of their understanding would be enlightened...**We are called to be imitators of God**

1. that they might have hope for the future, (Describe a vivid and hopeful future for them, then invite them into it!)
2. comprehend the riches of your offer, all the benefits and the glory of that. Glory has weight. Substance. The substance and tangible benefits, such as results that might be measurable, observable. (You are the “his)... in the saints... can be yours
3. and the high level (megethos / mega) of demonstrable capability (power that can be deployed with results. You can leverage the capabilities at your disposal on their behalf (including strategic partnerships)

When you go to your market with a clear and worthy mission, carrying the weight of authority that comes from being in your rightful position at the right time, and you boldly declare (vs meekly imply) a vivid picture of a great future that gives them hope, which includes an array of measurable, tangible results, in a way that they can grasp, take hold of, and see themselves benefiting, they are “sold”.

iv. **Believe** (pisteuo): sold. Once they are sold, they will naturally take action.

v. **Call** (epikaleo): call upon, make a demand upon, (take action)

5. **The Fundamentals:** Surprisingly, one of the biggest reasons for mediocre sales results, is not doing the fundamentals. I'm not referring to a qualitative standard, but rather **a quantitative measure**. How many calls, presentations, mailers, emails, follow-ups, etc., are being done daily, weekly, monthly? We find much increase in "fallow ground".
 - a. *"He **who tills his land** will be satisfied with bread."* (Proverbs 12:11)
 - b. *"For though by this time you ought to be teachers, **you need someone to teach you again the first principles of the oracles of God; and you have come to need milk and not solid food.**"* (Hebrews 5:12)
 - c. *"I beseech you therefore, brethren, by the mercies of God, that you present your bodies a living sacrifice, holy, acceptable to God, which is your **reasonable service.**"* (Romans 12:1)
 - d. *"Much food is in the **fallow ground of the poor,**"* (Proverbs 13:23)
6. **Selling Skill:** We have a customized selling style analysis that identifies the traits that contribute to sales success. Combined with an interview and / or joint calls, we can quickly assess the skill level of any member of your sales team. You will know who to invest training efforts into that will deliver the greatest return, long term.
 - a. *"Do you see someone skilled in their work? They will serve before kings; they will not serve before officials of low rank."* (Proverbs 22:29)
 - b. *"He has filled them with skill to do all manner of work"* (Exodus 35:35)
7. **Accountability:** How are results and the activities that produce results, tracked? What metrics are tracked? What rewards / sanctions are there for performance or the lack thereof? Are you tracking conversion rates at each step of the process? How often are reviews conducted with sales personnel? Are there regular sales meetings?
 - a. *"So then, each of us will give an account of ourselves to God."* (Romans 14:12)
 - b. *"So he called him and said to him, 'What is this I hear about you? Give an account of your stewardship, for you can no longer be steward.'" (Luke 16:2)*
8. **Mindset:** We identify the beliefs that guide the individuals in leadership and on the sales team. We're looking for false or limiting beliefs holding them back. Understanding current mindsets is critical if you hope to instill a 10X mindset and expand your market share in the next 12 months.
 - a. *"Let this mind be in you, which was also in Christ Jesus..."* (Philippians 2:5)
 - b. *"Do not conform to the pattern of this world, but be transformed by the renewing of your mind."* (Romans 12:2)

c. *"Be renewed in the spirit of your mind"* (Ephesians 4:23)

9. **Positioning / Labeling:** How are you positioning your company in the marketplace? Are you positioning your company in a "me too" kind of way, such as "great service, great quality and/or great pricing"? You can do far more by positioning yourself in a category of ONE. We look for the best labeling to set you apart from the "noise".
- a. *"And whatever Adam called each living creature, that was its name."* (Genesis 2:19)
 - b. *"A good name is more desirable than great riches;"* (Proverbs 22:1)
 - c. *"And the disciples were first called Christians in Antioch."* (Acts 11:26) (follower of or belong to Christ)
10. **Messaging:** How are you describing what you bring to the table? What are the word pictures, the illustrations, the physical demonstrations you can give, the stories you can tell, that make your offer compelling? Are you offering meaningful social proof? Does your team know how to communicate with impact and make your message stick?
- a. *"The tongue has the power of life and death, and those who love it will eat its fruit."* (Proverbs 18:21)
 - b. *"The words of the reckless pierce like swords, but the tongue of the wise brings healing."* (Proverbs 12:18)
 - c. *"All these things Jesus spoke to the multitude in parables; and without a parable He did not speak to them,"* (Matthew 13:34)
 - d. *"A man shall eat well by the fruit of his mouth."* (Proverbs 13:2)

Story Example: 200 items off Ebay at about \$1 each (\$129 for all 200). Hired 200 authors to each create a story about one of the 200 items. Put them back on Ebay and sold them for \$8,000! Watch Ted Talk with David JP Philips <https://www.youtube.com/watch?v=Nj-hdQMa3uA> . Use suspense and cliff hangers in story form to stimulate the production of dopamine in the listener which creates focus and attention. Tell a deeply touching story and it will release oxytocin in the body with stimulates empathy and tends to make the listener more generous, trusting and willing to bond with you. When your story makes people laugh, it releases endorphins, which relaxes people, makes them more creative and also relaxed.

11. **Value Proposition:** What is the unique value you bring to the market? What makes you better? Why should the market choose you over the other guys? How is that different from everyone else? Do all members of your team truly know and *understand the value proposition* and do they communicate that consistently and effectively?

- a. *"For the message of the cross is foolishness to those who are perishing, but to us who are being saved it is the power of God." (1 Corinthians 1:18)*
- b. *"If I fought wild beasts in Ephesus with no more than human hopes, what have I gained? If the dead are not raised, 'Let us eat and drink, for tomorrow we die.'" (1 Corinthians 15:32)*
- c. *"And if Christ is not risen, your faith is futile; you are still in your sins!" (1 Corinthians 15:17)*

12. Lead Generation: Are your salespeople harvesting lead opportunities from existing customers? What does your referral process look like? What methods are you using to attract new leads? Do you have a drip strategy to condition the market? What is your marketing strategy? Do you tie into seasonal or trending topics?

- a. *"Go out into the highways and hedges, and compel them to come in, that my house may be filled." (Luke 14:23)*
- b. *"Therefore go into the highways, and as many as you find, invite to the wedding.'" (Matthew 22:9)*
- c. *"After these things the Lord appointed seventy others also, and sent them two by two before His face into every city and place where He Himself was about to go." (Luke 10:1)*

13. Questions: Selling is not about telling. It's about listening. Do you have a questioning strategy for new prospects? Is it strategic or just informational? What questions are you asking? What is the strategic goal of each question? Asking the right questions can single handedly double sales compared to asking only a couple random questions.

- a. *"He who answers a matter before he hears it, It is folly and shame to him." (Proverbs 18:13)*
- b. *"So Jesus answered and said to him, 'What do you want Me to do for you?' The blind man said to Him, 'Rabbi, that I may receive my sight.'" (Mark 10:51)*

14. Knowledgeable: How knowledgeable are your team members about your products and services? Poorly trained team members can cost your company tens of thousands of dollars annually. We ask lots of questions to plumb the depth of their knowledge because generally speaking, knowledgeable sales reps outperform the ill-informed.

- a. *"Receive my instruction, and not silver, and knowledge rather than choice gold;" (Proverbs 8:10)*
- b. *"Wise people store up knowledge" (Proverbs 10:14) "The tongue of the wise uses knowledge rightly," (Proverbs 15:2)*
- c. *"The lips of the wise, disperse knowledge" (Proverbs 15:7)*
- d. *"It is not good for a soul to be without knowledge" (Proverbs 19:2)*

e. *"By knowledge the rooms are filled With all precious and pleasant riches."*
(Proverbs 24:4)

15. Rapport Building Skills: People like to buy from someone they like. Do your team members naturally create rapport? Are they good listeners? Are they authentic and vulnerable? Do they respect their prospects timing, or do they use pressure to close? Do they go the extra mile by personalizing their communications?

- a. *"A man who has friends, must himself be friendly."* (Proverbs 18:24)
- b. *"To the weak I became weak, to win the weak. I have become all things to all people so that by all possible means I might save some."* (1 Corinthians 9:22)
- c. *"Let no debt remain outstanding, except the continuing debt to love one another, for whoever loves others has fulfilled the law."* (Romans 13:8)

16. Goal Setting: Do they have a goals strategy? What are their goals? Do they track their own progress? Are they specific, measurable, achievable, relevant, and time-bound? Does anyone hold them accountable or check in with them on their progress? Are their goals consistent with company growth and quality goals?

- a. *"for the Son of Man has come to **seek** and to **save** that which was lost."* (Luke 19:10)
- b. *"Brothers and sisters, I do not consider myself yet to have taken hold of it. But one thing I do: Forgetting what is behind and straining toward what is ahead, I press on toward the goal to win the prize for which God has called me heavenward in Christ Jesus."* (Philippians 3:13-14)
- c. *"If it pleases the king, and if your servant has found favor in his sight, let him send me to the city in Judah where my ancestors are buried so that I can rebuild it."* (Nehemiah 2:5)
- d. *"However, I consider my life worth nothing to me; my only aim is to finish the race and complete the task the Lord Jesus has given me—the task of testifying to the good news of God's grace."* (Acts 20:24)

17. Time Management: What are they allocating the majority of their time to? How do they prioritize? What percent of their daily time is actually spent selling to a LIVE customer vs busy work like travel, writing proposals, attending sales meetings, etc.? Do they or can they eliminate, delegate, procrastinate, or automate any of their activities?

- a. *"Teach us to number our days, that we may gain a heart of wisdom."* (Psalm 90:12)
- b. *"There is a time for everything, and a season for every activity under the heavens..."* (Ecclesiastes 3:1)

- c. *"But seek first his kingdom and his righteousness, and all these things will be given to you as well." (Matthew 6:33)*
- d. *"Be very careful, then, how you live—not as unwise but as wise, making the most of every opportunity, because the days are evil." (Ephesians 5:15-16)*
- e. *"Martha, Martha, you are worried and upset about many things, but few things are needed—or indeed only one. Mary has chosen what is better, and it will not be taken away from her." (Luke 10:41-42)*

18. Whole Brain Selling: Are they using left brain and right brain strategies for selling? Are they relying on logic and facts to carry the day or is their approach more about the sizzle? A whole brain approach (wisdom and heart) is by far the most effective. Do they know the difference, and how to leverage or modify for maximum impact?

- a. *"And you shall love the Lord your God with all your heart, with all your soul, with **all your mind**, and with all your strength."* (Mark 12:30)

19. Negotiating: It's been often said, *"You don't get in life what you deserve... You get what you negotiate."* What is their negotiating style? Do they even have a negotiating strategy? Are they leaving too much on the table? How comfortable are they when buyers try to negotiate? Do they quickly concede on price, killing your profits?

- a. *"Then Abraham approached him and said: 'Will you sweep away the righteous with the wicked? What if there are fifty righteous people in the city? Will you really sweep it away and not spare the place for the sake of the fifty righteous people in it?'... Suppose there were five less than the fifty righteous; would You destroy all of the city for lack of five?, Suppose there were just 40, 30, 20, 10" (Genesis 18:23-32)*
- b. *"Also send me cedar and cypress and algum logs from Lebanon, for I know that your servants have skill to cut timber in Lebanon; and indeed my servants will be with your servants, ⁹to prepare timber for me in abundance, for the temple which I am about to build shall be great and wonderful. ¹⁰And indeed I will give to your servants, the woodsmen who cut timber, twenty thousand kors of ground wheat, twenty thousand kors of barley, twenty thousand baths of wine, and twenty thousand baths of oil." (2 Chronicles 2:8-10)*
- c. The entire book of Philemon

20. Presentation: What is their presentation style? How do they prepare? What support collateral do they use? Is it compelling? Innovative? Interesting? Do they help the prospect discover where they're falling short, how their current solution will never bridge the gap and if they don't take corrective action, it will be very costly?

- a. *"When the queen of Sheba saw all the wisdom of Solomon and the palace he had built, the food on his table, the seating of his officials, the attending servants in their robes, his cupbearers, and the burnt offerings he made at the temple of the Lord, she was overwhelmed." (1 Kings 4:5)*
- b. *"On the third day Esther put on her royal robes and stood in the inner court of the palace, in front of the king's hall. The king was sitting on his royal throne in the hall, facing the entrance. When he saw Queen Esther standing in the court, he was pleased with her and held out to her the gold scepter that was in his hand. So Esther approached and touched the tip of the scepter." (Esther 5:1-3)*
- c. *"Suddenly a sound like the blowing of a violent wind came from heaven and filled the whole house where they were sitting. ³ They saw what seemed to be tongues of fire that separated and came to rest on each of them." (Acts 2:2-3)*

21. Creating Buyer Motivation: What is their approach to gaining the willing cooperation of potential buyers? The 10 Commandments guard and protect ten legitimate motivational needs we all have. Understanding them and cooperating with them can make a huge difference in sales. (Exodus 20)

- a. *"And let us consider how we may spur one another on toward love and good deeds," (Hebrews 10:24)*