

THE SALES ACCELERATORS VIDEO EBOOK SERIES



**Talking Leadership Strategies to
Improve Sales Performance**



*In Lehman's Terms with
Barb Giamanco*



#thesalesaccelerators

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BarbaraGiamanco.com

DougLehman.com

ABOUT THIS VIDEO EBOOK

In Lehman's Terms... this VIDEO EBOOK is inspired by a few factors. My passion for sales, social media and video. I partnered with Barb Giamanco on this task. Barb actually did a SlideShare presentation on *10 Reasons Sale Performance Isn't Measuring Up*. The next step was adding video content to the marketing mix. Our video collaborative efforts led to a video series, audio podcast and now this VIDEO EBOOK.

Our objective was to develop content socially through text, audio and video. Simply put, repurposing sales training content on all channels for media engagement. We implemented a video interview style based on our own expertise, sales experience, industry research and simple random thoughts.

Our objective is to show and explain reasons why sales results are not performing at a desired level and how to accelerate the sales process. We hope you enjoy this content. We would love your feedback etc. Let's keep it social, collaborate, build brand awareness and accelerate sales socially. Thanks for reading, watching and social listening.



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The Sales Accelerators

Introduction

The Sales Accelerators is a video series with Barb Giamanco and Doug Lehman on the topics of sales performance and how to improve your sales process. We discuss Sales leadership strategies to improve sales performance outcomes.

We explore topics like implementing a sales strategy, lead generation, social selling, sales training, value based selling, consultative selling, solution selling, buyer advocacy and other sales related topics that are relevant for accelerating your sales process and achieving results.



<http://barbaragiamanco.com>

The Voice of Reason



<http://douglehman.com/>

Video Sales Ambassador



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Misuse of Social Channels For Selling

This video looks at understanding today's buyer and the importance of having a focused and relevant sales message



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https://youtu.be/mg8d_PQCfRE

The Best Social Channels are where your customers and buyers are likely to be.



Be that trusted advisor socially, use your inbound marketing strategy to convey value to your buyers so they want to do business with you.



Focus on Relevant Sales Messages

This video looks at understanding today's buyer and the importance of having a focused and relevant sales message.



https://youtu.be/cFk9Qvy_dZw

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*The reality is your message does matter.
Do you actually know what it says about
you? Your message needs to be relevant.*



*Conveying value to the correct person at
the right time matters because
relevancy has a deadline. Be relevant by
providing value based information is
critical in the sales process.*



Problem Solving – Adding Customer Value

This video looks at understanding today's buyer and the importance of providing customer value and problem solving.



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<https://youtu.be/ewmJfRdreTc>

Be present and listen to buyers by taking your Sales agenda off the table. Ask the right questions and solve problems for decision makers.



Be able to adjust your presentation style to uncover needs, be an agile seller.



Know Why You Won or Lost Deals Sales Evaluation Time

This video looks at sales evaluation. Why you lost or won the deal.



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<https://youtu.be/SO2UWss9G70>

If you know why you won the deal then you can replicate that approach and make sure other reps follow that process while measuring consistency.



Objections don't necessarily mean you are losing the deal. It's a chance to negotiate, evaluate and share some insightful needed information.



Improving Sales Customer Follow-Up Referrals Customer Advocacy

This video looks at understanding today's buyer and the importance of sales and customer follow-up, repeat business and customer advocacy.



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<https://youtu.be/3jOfxfDKW0o>

The importance of following up with customers can't be overstated. One touch isn't enough. Stay in front of buyers in multiple ways. Be persistent, add value.



Nurture your customer relationships to develop ongoing, repeat business and getting referrals for more business.



Better Sales Lead Generation Practices

This video looks at understanding today's buyer and the importance of proper lead generation for sales.



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<https://youtu.be/SSI2JSE6kZE>

Lead generation can be a combination of offline and online activities...outbound and inbound activities. Better qualified leads lead to more sales opportunities.



There are many lead generation software tools and account base marketing programs. You still have to qualify leads before investing time in trying to make a sale.



Consistent Sales Execution Practices

This video looks at sales execution and the importance of having a consistent sales strategy.



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<https://youtu.be/MhhtqrvpKPM>

If you're not consistent, especially in the social space, people won't think of you when they are ready to buy. Be TOM – top of mind.



Be consistent, deliver value and separate yourself from the noise. Provide fresh insight so buyers will have a desire to do business with you.



The Importance of Better Sales Training

This video looks at importance of sales training and the sales education process from a company perspective, as well as individual sales development training.



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<https://youtu.be/S8iQAMPgMIY>

Companies need to invest in training their people. Training is not an event, it's an ongoing process that includes constant reinforcement and coaching.



Do you have the communication skills, the sales acumen to go out and sell, present and be an influencer? Are you prepared to execute and deliver results consistently?



Responding To Leads Efficiently

This video looks at sales and customer follow-up, responding to leads efficiently.



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<https://youtu.be/3ygFLCeIDJA>

Salespeople need to be responsive to inbound opportunities...the faster you respond, the faster you accelerate the sales process to a potential close. Are you getting back in hours or days?



Be responsive to your customer leads, get back to your clients, answer questions, solve problems in a timely manner. If you don't, the competition will.



Develop A Sales Strategy – Have A Plan!

This video looks at understanding today's buyer and the importance of having a strategic plan that you consistently act on.



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<https://youtu.be/3ygFLCeIDJA>

If you are not seeing success results with your sales and social selling activity, the most likely reason is that didn't start with a plan. How can you win if you don't measure and track?



Outline a strategic plan. Determine the characteristics of your target buyer, deliver insightful information through the right social channels to the correct decision makers.



VIDEO EBOOK RESOURCES

The SlideShare Presentation that inspired the 10 Part Video Series

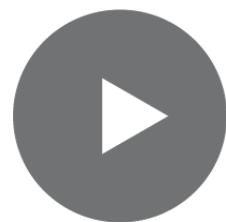


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“10 Reasons Sales Performance Isn't Measuring Up”



Podcast

VIDEO EBOOK RESOURCES

THE SALES ACCELERATORS VIDEO PLAYLIST

VIDEO PLAYLIST – All Ten Videos

The Sales Accelerators
by Doug Lehman • 1/10 videos

1 The Sales Accelerators – Problem Solving Adding Customer Value #Thesalesaccelerators
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2 The Sales Accelerators – Plan A Sales Strategy #thesalesaccelerators
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3 The Sales Accelerators – Focusing Relevant Sales Messages #salesaccelerators
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4 The Sales Accelerators – Better Sales Lead Generation #thesalesaccelerators
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5 The Sales Accelerators – Misuse of Social Channels for Selling #thesalesaccelerators
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6 The Sales Accelerators Sales Evaluation Time Win or Lose Deals
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Social Center Selling Moments
VIDEO SERIES

SCS SOCIAL CENTERED SELLING
CONNECT, COLLABORATE, CLOSE!

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* BONUS VIDEO EBOOK

Social Centered Selling Moments Video Playlist

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Let's Connect



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