

# Getting Promoted in Sales: Industry Secrets to Rise Faster

*Sales Shots served straight from* **sales THE BAR**



Hosted  
by LB



# JOIN US AGAIN!



30-min  
Tip-rich  
Served Monthly  
Rep & Mgr  
Free!

## Upcoming Workshops

- **3 Tips to Get Deals Moving NOW (So You Hit Quota!) – October 16th**
- **Master Sales Team Training Budget – October 30th**
- **4 Sales Scripts + Tips to Close More Deals – December 11th**

**Register: [factor8.com/shots/](https://factor8.com/shots/)**

# SALES SHOT #1



The right choice

[www.Factor8.com](http://www.Factor8.com)

# Stay Inside & Become an Expert

- “Inside”
- “Tele”
- “Virtual”
- “Digital”

NOT Field = “SALES”

**INSIDE SALES**  
**IS GROWING AT**  
**A RATE OF**

Source: AA-ISP 2018

**10-20X**  
**Field Sales**

# Virtual Selling is Different

Getting a hold of contacts is harder

Sales cycles can take longer with more steps

Talk tracks must be shortened

We lose influence and visual cues

# **Stop Buying Sales Books In Airports**

Master the inside techniques available in  
The Sales Bar instead!

# RESULTS YOU CAN EXPECT!

## 5 FACTOR 8 COURSES:

- ✓ 20% increase in number of calls over 10:00
- ✓ 35% increase in customers CALLING US BACK
- ✓ 18% increase in pitch to MQL created
- ✓ 21% increase in deals closed



*"Factor 8 excels at making sure skills stick and are being applied. I loved how they made my management team part of the solution."*

JESS DODGE, SR. DIRECTOR



# RESULTS YOU CAN EXPECT!



6 FACTOR 8 COURSES + MANAGER COACHING:

**46% increase** in converting leads to meetings!

Sage

*"Factor 8 helped us hit  
**a company record**  
in leads passed to the AE team in  
one month"*

**THESALESBAR.COM**



# Top The Leaderboard

- Results
- KPIs
- Activity

## SALES SHOT #2

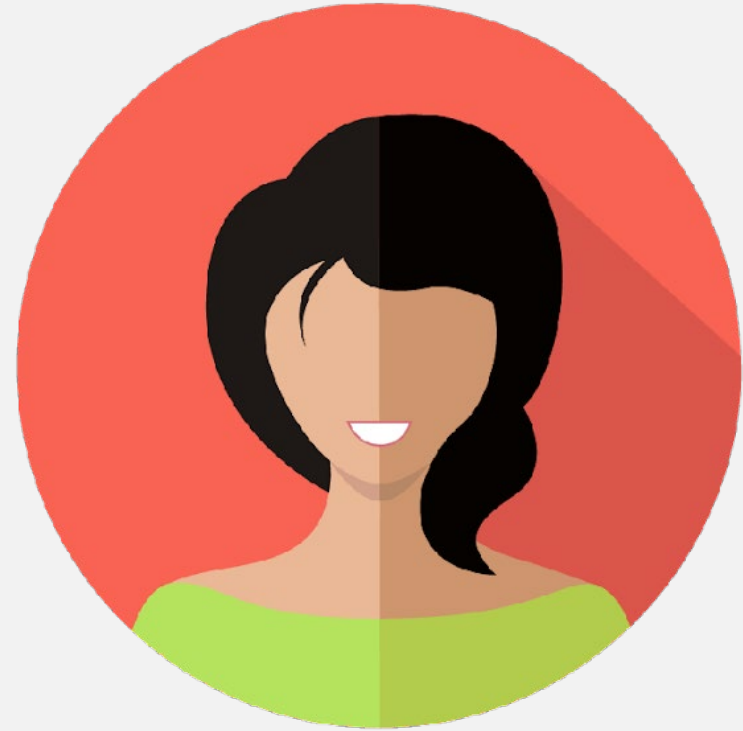


Just Ask!

[www.Factor8.com](http://www.Factor8.com)

# Measure These Results

- Activity in dials / talk time
- Activity Inbound callbacks
- KPI dials to connects
- KPI connects to conversations
- KPI conversations over 5:00
- KPI convo conversion %
- Quality show rate
- Quality skill score
- Efficiency lead list contact %



BDR/SDR

# Measure These Results

- Activity talk time
- KPI stage conversion
- KPI self-prospect %
- Quality skill score
- Quality engagement score
- AOS / ARR / Avg Deal Size
- Product penetration / lines



Account  
Executive (AE)

# Measure These Results

- List / base penetration
- NPS
- Renewal rate
- Percentage upsell
- Product penetration



Account  
Manager (AM) /  
Customer  
Success (CXS)

# Measure These Results

- Percent to quota
- Percent of team to quota
- Average ramp time
- Employee turnover
- Team skill average
- Employee engagement
- Team promotion rate



Sales  
Manager

# SALES SHOT #3



Line Em Up!

[www.Factor8.com](http://www.Factor8.com)

## Raise Your Hand!

- Tell your boss you're considering it
- Ask about taking classes & defined career paths
- Build your own

- Introduce
- Observe
- Feeling
- Value
- Ask

- I want to talk about my position & future with Factor 8.
- I notice that we have been growing.
- I feel excited about the opportunities to grow here.
- Furthering my career and learning new skills as I move up is very important to me.
- Could we work together on a plan to help me earn a promotion in the next year?

# Study & Shadow The Next Level

- Skills
- Attributes
- Knowledge

## SALES SHOT #4



Just Ask!

[www.Factor8.com](http://www.Factor8.com)



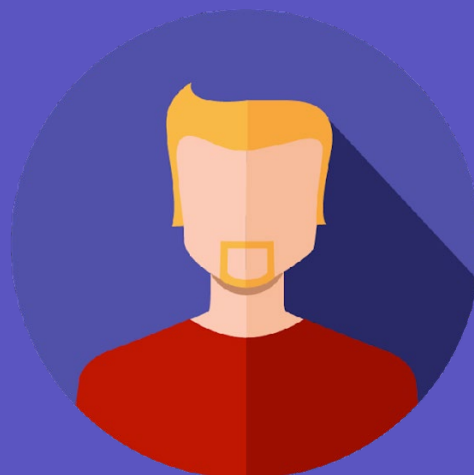
# **You Don't Get The Promotion By Doing This Job Better**

Show you're ready for the next job!

# 4 Major Inside Sales Roles



BDR/SDR



Account  
Executive (AE)



Full Cycle  
ISR



Account  
Manager (AM)

# Job Duties

- Meet qualified prospects
- Sales discovery
- Demonstrate product or service
- Close sale



Account  
Executive (AE)

# Job Duties

- Meet qualified prospects
- Sales discovery
- Demonstrate product or service
- Close sale

# What Leaders Look For:

## Account Executive (AE)

- Close %
- Discovery
- Process
- Own Lead Gen
- Customization  
• Forecasting

# Job Duties

- BDR + AE + AM
- Discovery, proposal, close
- Maintaining long-term relationships
- Penetration, upsell, X-sell
- Often Field Based



Full Cycle  
ISR / Exec

# Job Duties

- BDR + AE + AM
- Discovery, proposal, close
- Maintaining long-term relationships
- Penetration, upsell, X-sell
- Often Field Based

# What Leaders Look For:

## Full Cycle (ISR)

- Revenue/Profit
- Hunting
- Growth
- Time Mgmt.
- Process
- Not Service

# Job Duties

- Maintaining long-term relationships
- Penetration, upsell, X-sell,
- Wide product offerings
- Balancing service & sales
- Often Field-based



Account  
Manager /  
CXS

# Job Duties

- Maintaining long-term relationships
- Penetration, upsell, X-sell,
- Wide product offerings
- Balancing service & sales
- Often Field-based

# What Leaders Look For:

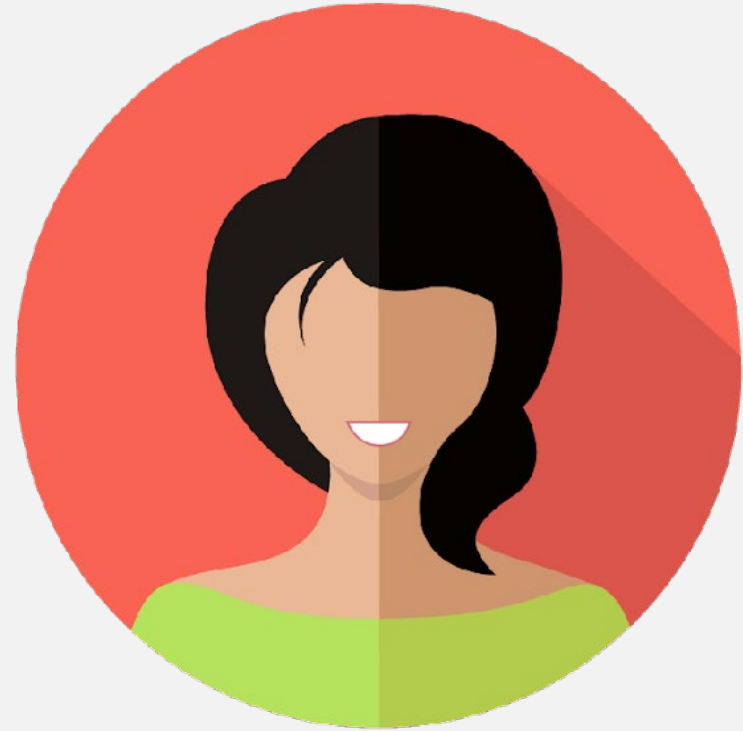
## Account Manager (AM)

- Growth
- Penetration
- Outbounding
- Retention
- % Active Accts.
- Hunger



# Job Duties

- Hires & Fires
- Drives Performance w/ Goals
- Coaches & Motivates
- Holds Accountable
- Gives Feedback
- Solves Problems



Sales  
Manager



# Earning Manager

- At / Above Target
- Consistency
- Process, Pipeline
- Team mentor
- Work ethic
- Asking to learn



# Earning Director

- % Team to target
- Fast newbie ramp
- Process
- Team mentor
- Forecasting
- Time Mgt / proactive

# Women in Sales

Less than 1/3  
of jobs in sales  
are held by  
women

86% of women  
meet quota  
compared to  
78% of men

Companies  
with women  
in Sr.  
Leadership  
have 35%

Women close  
deals 11%  
more than  
men

Women score  
higher in  
leadership  
competencies

*#GirlsClub*

# SALES SHOT #5



Line Em Up!

[www.Factor8.com](http://www.Factor8.com)

## Ask & Apply

- You've Done The Work
- 60-70% Is Good

# Teach

- You'll Learn More
- You Show Up As A Leader

# SALES SHOT #6



Just Ask!

[www.Factor8.com](http://www.Factor8.com)



# Tips to Promote Faster + Q&A



[FACTOR8.COM/AE](https://factor8.com/ae)

*#GirlsClub*

## **AE CERTIFICATION**

- 4 Months
- Live Cohort
- Accelerated Development
- Dedicated Coach
- Private Mentor

**[WEAREGIRLSCLUB.COM/AE](https://WEAREGIRLSCLUB.COM/AE)**



#GirlsClub is  
celebrating over  
**500** promotions!

Build confidence

Build community

Build a career



# GO GET TRAINED!

## FILL THE SALES PIPELINE

[6-PACK]

*SDR, BDR*

### RESULTS:

- ✓ Higher connect rates & more conversations
- ✓ More calls per day
- ✓ More time & less stress in your day
- ✓ More meetings booked!

### INCLUDED:

- 6 interactive e-learning courses
- Real recorded calls
- Scripts to steal

## CREATE SALES OPPORTUNITIES

[6-PACK]

*AE, ISR*

### RESULTS:

- ✓ More engaged customers
- ✓ Double deals that progress to next stage
- ✓ Fewer deals lost to "gone dark"
- ✓ Higher close rates

### INCLUDED:

- 6 interactive e-learning courses
- Real recorded calls
- Scripts to steal

## EXPAND YOUR CUSTOMER BASE

[6-PACK]

*Account Manager*

### RESULTS:

- ✓ More outbound calls with confidence
- ✓ Spikes in book/base penetration
- ✓ Net new revenue

### INCLUDED:

- 6 interactive e-learning courses
- Real recorded calls
- Scripts to steal

## OWN YOUR SALES MANAGER ROLE

[6-PACK]

*Team Lead, Manager*

### RESULTS:

- ✓ Work fewer hours and get better results!
- ✓ Shorten the line at your desk (or queue in your chat)
- ✓ Improved organization and time management skills

### INCLUDED:

- 6 interactive e-learning courses
- Tips, tools, & cheat sheets to download

[FACTOR8.COM/FUNNEL](https://factor8.com/funnel)

[FACTOR8.COM/OPPS](https://factor8.com/opps)

[FACTOR8.COM/EXPAND](https://factor8.com/expand)

[FACTOR8.COM/OWN](https://factor8.com/own)

USE PROMO CODE **PROMOTION** FOR 40% OFF! PROMO ENDS 9/20/24.



# NEW Professional Sales Certification

Award-winning Sales Training

Funded by Workforce Development Grants

Sales Certifications for Teams of 10+

**GET ON THE LIST: [FACTOR8.COM/PSC](https://factor8.com/psc)**

SPACE LIMITED. MINIMUM COST. MAXIMUM VALUE.