

# **HYPER SALES GROWTH**

## **Street-Proven Systems & Processes. How to Grow Quickly & Profitably.**

**JACK DALY**

**JACK DALY** is a sales trainer and sales coach. He has been in sales for 20-plus years and has served as CEO of several fast-growing companies during that time. In addition to being a public speaker on this topic, Jack Daly also runs seminars and is the author of several books including *Real World Sales Strategies That Work* and *Daily Sales Motivators*. Every year, Jack Daly sets his personal goals in writing and then each quarter reports to the five people who hold him accountable for his goals detailing what went right and what went wrong. An avid sports fanatic, Jack Daly ran his first marathon at age 46 and completed his first Ironman at age 58. Jack Daly is a graduate of Wilington College and La Salle University.

The Web site for this book is at [www.jackdaly.net](http://www.jackdaly.net)

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**MAIN IDEA**

The key to generating impressive sales growth in any organization is always the same three factors:



**Vision**

You need to paint a magnetic and compelling picture of where you want to head as an organization and what you want to achieve. If this vision is engaging enough, people will become excited about the journey ahead.

**People**

To excel in growing sales, you've got to have the right person in charge. The CEO or owner should never wear the sales manager hat – you need someone who is working on that full-time and with their full attention. Don't make your best salesperson your sales manager – all you end up doing is losing your best producer and getting a mediocre manager in return. Get the right people into the key spots and your sales will soar.

**Culture**

Create a workplace that people can't wait to get to each day. If your company is full of people who are passionate about what they do, your customers will notice & respond.

*"Sports teams, whether professional, college, or high school, are run better than most businesses. The teams practice. They have game plans. They have systems and processes. And they learn to leverage opportunities to score. I focus on what leads to success: the importance of leverage, and of systems and processes. Through leverage, you can generate more business with less work, while systems and processes promote uniformity and consistency."*

– Jack Daly



**Vision**

To grow your sales and take them to the next level, you need an engaging vision. You need something inspiring which will spark everyone's imagination and get them moving forward with purpose and energy.

Great visions provide the stickability you will need to get through the rough patches which inevitably lie ahead. Your vision must be grounded in the realities of today but leave no doubt as to the opportunities of tomorrow.

The essential components of an engaging vision are:

- Think like a coach
- Set poor performers free
- Recruit top performers
- Never stop training
- Develop success guides

Pages 2 - 3

**People**

To generate hyper sales growth, you have put in place a sales manager who will think and act like a coach. Sales management is the key to generating more sales.

Specifically, you need a sales manager who will teach your salespeople how to think like, act like and be top performers:

- Be memorable
- Follow the critical path
- Reverse-engineer sales
- Have self belief
- Manage the pipeline
- Create perceived value
- Have the right touch
- Test the limits

Pages 4 - 6

**Culture**

To boost sales to levels you've never before seen, you'll need a sales-centered and sales-focused culture. You also need a company filled with go-getters, not a company full of people who are trying to pass the buck.

Creating a workplace that works in terms of boosting sales isn't rocket science. The tasks that you'll need to do are reasonably straightforward:

- Hire motivated people
- Get out of their way
- Win people's hearts
- Make your work fun
- Lead from the top
- Design your culture

Pages 7 - 8

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