

Sales Machine Land Mines

by Gary Tomlinson

“Learning from the school of hard knocks can be very informing, but often the tuition is too high! We should learn from other people’s experiences.” The purpose of this column is to share great business wisdom from the experiences of authors like Jim Collins, Michael Gerber, Gary Harpst, Michael LeBoeuf, Ron Willingham, Stephen M.R. Covey and others. Because when you combine great business education with your own business experiences the outcome you’ll receive is far greater than the sum of its parts.

The wisdom of Marty Clarke’s new book *Sales Machine Land Mines – 6 Revenue Killers and the Blueprint to Avoid Them* has been chosen to share with you this week. This may very well be the most important book you read on hitting and exceeding your company’s sales revenue goals. So, is this a book on how to sell? No! Nor is it a book about marketing, public relations, product development, research and development or operations. True, all of these important areas have their impacts on sales revenue. But Marty’s book is about the sales machine itself, not just the sales team. This distinction is important.

When Marty uses the term “sales team,” he’s talking about the human beings who carry the quota, the people who sell the product or service and the people who manage them. But the “sales machine” refers to all of the assets that directly surround and support the people who carry a quota. The machine is the compensation plan, the territories, the training, the recruiting, as well as the salespeople too.

During Marty’s journey in building sales teams and fixing broken ones, he’s been able to identify and categorize the six elements that high-performance sales machines are built on. They include the *sales culture, structure, leadership, recruiting, training and compensation*.

Throughout his book, Marty will deconstruct these elements into easily understandable components. He goes on to explain how each of these elements can be examined and enhanced if they are working and fixed if they are broken or absent. His book is broken down into six land mines which are the hidden areas where most of the mistakes get made. He then details a blueprint that allows you adjust your sales machine and realize a significant and sustainable increase in your sales revenue. The six land mines are:

- LAND MINE #1: Counterproductive Sales Culture
- LAND MINE #2: Unreliable Sales Structure
- LAND MINE #3: Shaky Sales Leadership
- LAND MINE #4: Reactive Recruiting Strategy
- LAND MINE #5: Spotty Sales Training Strategy
- LAND MINE #6: Convoluted Compensation

Marty reveals the blueprints necessary to ensure your company avoids these six sales revenue land mines that slow down, stall and destroy your sales machine. It will provide clarity on the areas that you know are not going well for your company. But more importantly, it will reveal some weak spots that you didn't even know you had. That's the real power of Marty's book.

So whether you are building a brand-new sales machine, fixing a broken one or taking a good sales machine up a few notches to excellent, Marty Clarke's new book *Sales Machine Land Mines* contains the blueprints to do it.

This should be a must-read for CEO's, Sales Managers, Senior Management and Business Owners. Because the tweaks, adjustments and changes you make to your "sales machine," are the tweaks, adjustments and changes that will propel your salespeople well beyond your company's goals.

For more information about Marty Clark or to order his new book, visit his website at www.martyclark.com. You can also contact Marty directly at (919) 518-0566 or at marty@martyclarke.com.

Gary Tomlinson is an entrepreneur and founder of five successful businesses. Today he is an accountability consultant and professional speaker. He works with executive teams to help clarify and achieve their organizational initiatives by using a unique and dynamic strategy execution management system, called KeyneLink. This incredible system is part process, part software and part roadmap. His speaking topics include "Top Ten Messages from Ten Top Books" and the "Art of Telling – Communicating Your Way to the Top." You can engage Gary at gary@gary-tomlinson.com or visit his website at www.gary-tomlinson.com