

Quit bragging and start collaborating.

Here's how.

YOUR BUSINESS PRIORITIES

It starts by understanding and aligning your priorities with the priorities of potential employers.

Your unique capabilities must be positioned in response to solving their critical business problems.

YOUR TOP OF MIND BUSINESS INITIATIVES

Find a Good Fit	Match your skills, abilities, and aspirations with the ideal set of potential employers. Do your homework to understand what is important to them!
Highlight Your Strengths	Go beyond your accomplishments and highlight how you achieved them. Focus on the skills, methods, and tools you used. Have references to back it up.
Practice Interviewing	Practice with mentors who will give you the unfiltered truth. Tough love is key to upleveling your game.
Make an Impact at the Interview	Use the methods and tools you sell with to sell yourself. Bring your unique capabilities to life.
Close the Sale	Align your capabilities with their priorities, requirements, and criteria. Ask for the order!

WHAT TYPES OF CRITICAL BUSINESS PROBLEMS ARE THEY TRYING TO SOLVE?*

- < 8% of marketing resources can be directly linked to business results
- < 10% of sales managers' time is spent leading and developing direct reports
- > 85% of sales transactions occur based on unnecessary/excessive discounting
- < 22% of customers see their vendors as strategic partners
- < 5% of sales teams practice "live" prior to customer interactions
- < 3% of enterprises successfully capture and transfer best sales practices
- < 50% of forecasted deals actually close
- < 25% of closed deals occur at the dollar amount and month originally forecasted

* Based on Knowledge-Advantage field work

REQUIREMENTS TO ADDRESS THE PROBLEM

Addressing their business problems begins by recognizing and addressing a number of requirements.

WHAT IS REQUIRED TO SOLVE THEIR PROBLEMS?

- Clear and public acknowledgement that problems exist and outside help is warranted
- Truly open mind – setting aside history, egos, personalities, and politics
- Personal experience with and recognition that popularized interviewing techniques fall short
- Strong and deep desire to truly understand the interviewer’s problems and the changes required to fix them
- Your concise value-delivery plan with concrete milestones and clear deliverables
- Unqualified commitment from you to lead by example thru the required changes
- Complete transparency to everyone involved as the changes are occurring
- Clear reporting, recognition, and punishments based on your individual level of participation

WHAT UNIQUE CAPABILITIES DO YOU OFFER?

Business Acumen	Demonstrable and verifiable command of content, cause and effect and conclusions
Buyer Understanding	Use and usage of a set of collaborative methods and tools approved and used by executives with sellers
Content Architecture	Simplified approach to create customer “consumable” marketing materials and collaborative aids
Player Coach	Ability to demonstrate participation in all internal and customer-facing sales activities
Prescriptive Transparency	Ability to assess and recommend based on real-time monitoring and measuring of actual sales-related activities

CRITERIA FOR MEASURING SUCCESS

Containing and avoiding costs, making operational improvements, and contributing to organizational results determines success.

Here are the types of contributions I have been able to make.

MY CRITERIA FOR MEASURING SUCCESS

Cost Containment/Avoidance	↑ Qualified pipeline first 90 days by >30% <i>(Buyer Understanding, Player Coach)</i>
	↑ Effectiveness of Marketing materials by > 20% <i>(Buyer Understanding, Content Architecture)</i>
	↓ New hire ramp time by > 20% <i>(Player Coach, Prescriptive Transparency)</i>
	↓ Non-qualified sales activities by > 20% <i>(Buyer Understanding, Player Coach)</i>
	↓ Travel & entertainment by > 20% <i>(Content Architecture, Prescriptive Transparency)</i>
Operational Improvements	↑ Account development and opportunity identification by > 50% <i>(Business Acumen, Buyer Understanding)</i>
	↑ Executive access and presence by > 30% <i>(Business Acumen, Content Architecture)</i>
	↓ Average sales cycle-times by 10-20% <i>(Buyer Understanding, Content Architecture)</i>
	↑ Win rates by > 20% <i>(Player Coach, Prescriptive Transparency)</i>
	↑ Customer loyalty by > 20% <i>(Buyer Understanding, Prescriptive Transparency)</i>
Organizational Results	↑ Revenue and margin per transaction by 5-10%
	↓ Sales/marketing operating expenses by > 10%
	↓ Cash flow requirements for sales/marketing operations by > 10%