



**How to improve the results
and performance of your
Sales Team by at least 24%
in 6 months or less.**

**Without You Having
To Train, Manage
Or Motivate Them.**

How to improve the results and performance of your Sales Team by at least 24% in 6 months or less. Without You Having To Train, Manage Or Motivate Them.

You're about to discover the secret of how to significantly improve the performance of your Sales Team without hiring a Sales Manager. In fact, within 6 short months, you'll have a team that brings in at the very least 24% more in sales. Better still, as you'll shortly see, you can achieve all this with very little extra cost and without a traditional Sales Manager, or you or your fellow partners having to dedicate time to your Sales Team.

I've created this **FREE SPECIAL REPORT** to provide answers to the following challenges that most business owners with sales teams experience when it comes to creating a high-performance group of salespeople:

- How to increase sales with a proven sales system that's been used by hundreds of organisations all over the world.
- How to transform your underperforming Sales Team into a dynamic, fired-up, and highly successful group without you having to manage or train them.
- How to use the sales system to deliver improved and consistent sales results.
- Finally, how to do all this without it costing a small fortune or having a traditional Sales Manager!

Even if you've tried numerous ways to improve the performance of your Sales Team, I'm pretty sure you're about to discover tactics and a system that you've never been aware of before and which are perfect for your sales-based business! Enjoy!



Kevin Hayler

Managing Director of Sales Made Easy
Creator of the **VSM-System™**

From the desk of Kevin Hayler.

So, before we get into the report, let me ask you three questions...

Do you have a sales team of up to 20 people with no (or a poor performing) Sales Manager?

Are sales results inconsistent and nowhere near where you need them to be?

Are you sick and tired of having to manage and train the sales team yourself when you know your time is far better spent running the business?

And because of these challenges...

...you're starting to wonder if you'll ever be able to take your business to the heights you thought were possible when you started it? Because after all, sales and client acquisition are the lifeblood of your business.

To be frank, many business owners that I meet are in the same shoes as you and end up settling for what they've got, convinced that having a high-performing Sales Team is just a pipedream.

But I'm guessing that if you're reading this, you're not one of them! You don't want to settle for what you've got so far. You want to have a highly successful Sales Team which requires zero management from you or your fellow business partners or directors.

If so, I have some good news: this **FREE** Special Report is exactly what you need. It shows you how you can make a series of changes that swing big doors. You'll be able to take a path that finally puts your sales on track and enables you to build a highly motivated and results-producing Sales Team, managed and trained by a world-class **Virtual Sales Manager** (VSM) to give you the sales performance you know you're more than capable of.

And you know what...

Our clients felt the same way too.

You see, I know exactly how you feel right now because I've been where you are now. For 6 years I ran a sales company in financial services and found it hard to make the time

to train my salespeople and give them the time, support, and guidance they needed. Sales is a hard job so to recruit salespeople and expect them to 'just get on with it' doesn't work. Unless you're lucky, they'll need your time and energy alongside good sales management.

And when it comes to building, managing and training sales teams, all of our clients (businesses with sales teams up to 20 salespeople) experienced challenges like you are.

They'd tried most things, including sending their sales teams on sales training courses, getting them to watch sales webinars, bringing in sales trainers and so on. But none of those efforts translated into sustained improved results.

In other words, they tried a bunch of things, but nothing really worked...

Until they discovered the secret to creating high-performing sales teams using a proven and frankly revolutionary sales system.

The VSM-System.™

The VSM-System™ is the step-by-step system for training, coaching and managing Sales Teams WITHOUT having an expensive traditional Sales Manager.

However, the reality is...

To get the very best results from your Sales Team they do need regular management, motivation and training and without a dedicated and successful Sales Manager, this is unfortunately virtually impossible.

But imagine for a moment, instead of having an expensive sales manager, you replace them with a VSM...

...a manager that has ALL the qualities you'd look for to appoint the 'perfect' Sales Manager, but one that exists online, is a real person yet is supported by a proven sales system that they apply to recruit, train and manage your Sales Team on a DAILY BASIS!

...oh, and once a week your VSM has a 30-minute 'Review Meeting' with you to update you on the team and individual performance (more on this later)!

Now, I know what you're thinking...

'But Kevin, my sales business and my Sales Team are different! And I've tried EVERYTHING!'

Well, let me tell you... I know your business is different. I know your sales team is different. It's what makes you special, unique... Every business we work with is different. **The VSM-System™** acknowledges this. In fact, it embraces this, and we mould it around you, your business and your unique qualities to ensure sustained results!

Let me put this another way... What keeps you awake at night?

Now that's a question, isn't it? But one I imagine you can answer almost instantaneously. Perhaps you've been the sole salesperson to date, or you've got a very junior sales team all looking for the leader and mentor in you?

Perhaps it's target-based, and they're not being hit regularly, if at all, and you need a Sales Manager to come in and shake things up, right away.

Sales is a hard job so to recruit salespeople and expect them to 'just get on with it' doesn't work. Unless you're lucky, they'll need your time and energy alongside good sales management.

Not hitting targets is frustrating and worrying but thankfully is something that can easily be sorted.

Hiring a Sales Manager, I imagine has crossed your mind, because it's probably the 'easy fix' idea.

But our results working with hundreds of businesses shows that hiring a VSM will boost your revenue by at least 24% in just six short months, as opposed to hiring one person for over £60k who will take those first six months just to get to grips with clients and your business before you even begin to see any benefits.

Just the thought of placing an advert, interviewing candidates, and then onboarding one person takes a few weeks or months, whereas your very own VSM can be up and running within a matter of days for you.

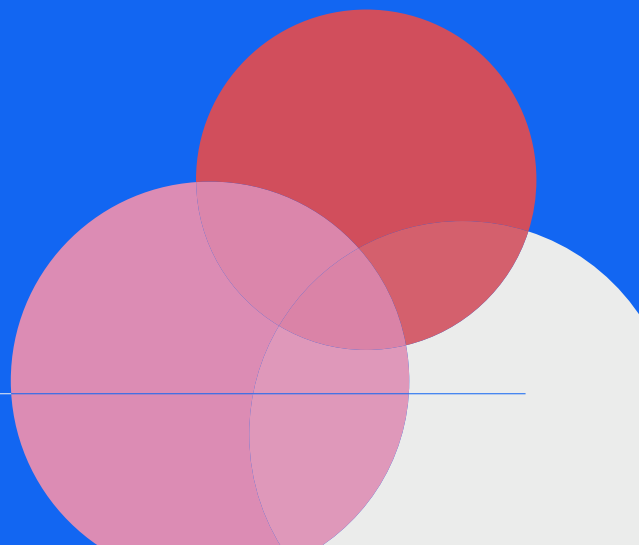
Imagine spending all that time hiring someone, to then be underwhelmed by the performance of the successful candidate. Think about what important business strategy you could be doing, instead of spending the time hiring a Sales Manager that you might not be that happy with long-term...

You shouldn't be spending a lot of time managing your salespeople or trying to do the coaching and training elements yourself, because frankly you have more important work to be getting on with. But it often feels like the right thing to do in a panic when revenue is lower than expected, and -perhaps causing a few cashflow problems, doesn't it?

By removing barriers outside of your control and putting in place structures and measurables you can control, your daily list of tasks will soon look and feel a lot lighter.

...and this leads me to something that's crucial to your success, and that's...

The importance of a world-class sales process



The importance of a world-class sales process.

There are systems in place for almost everything worldwide.

Successful sports teams follow the methodology of coaching staff and playing to a system. Doctors and healthcare staff adhere to consistent ways of working when evaluating and prescribing patients. Even children learn through repetition and frameworks to learn to count and sing nursery rhymes.

...and without question, the best salespeople and the best sales teams also follow a process, a framework.

They don't leave things to chance, they don't 'wing it', and they follow a proven and trusted framework. Why? Because if they don't then there's a risk they'll fall into bad habits, take shortcuts, and get complacent. Sound like a familiar situation you've had before? It also makes it easier to hold each person accountable.

Sales can often be the last area of business life to be systemised, so instead of putting that process in

place yourself, consider letting someone take the work and time out of it for you. More than that though, let your VSM lead your team to heights you didn't know were possible, thanks to a collective and forward-thinking team of experts at your disposal.

So, let me take you through the VSM-System™ so you can get it to work for your business too.

Here's the high-level view...



Let's start with the foundation of the system...

Virtual Sales Manager.

Of course, the entire system is underpinned by your specially selected VSM. Their role is simple: to ensure your Sales Team perform at their best to ensure optimal results.

We know what it takes to produce a high-performance Sales Team. In truth, it takes a lot and requires a number of key activities, all of which are introduced and managed by your VSM.

To give you an indication of what your VSM will do, here's a quick overview of some of the key meeting and review activities (in addition to other important elements of the **VSM-System™** detailed below)...

VSM KEY ACTIVITY	BRIEF OUTLINE
• Weekly Coaching	1-hour virtual session managed by your VSM with your team each week to understand their activities, their sales numbers and to coach in the right habits to drive performance.
• Weekly Progress Report	This report will be emailed to you each week from your VSM along with commentary about your team's progress through the Sales Foundation Programme (see 'World-Class Training below).
• Monthly Team Meeting	Your VSM will host this with your team and cover sales performance, trends, successes, coaching and objectives.
• Monthly Review Meeting	A 60-minute review meeting will be carried out each month and led by your VSM to discuss your team's progress and some recommendations on where more help might be needed next month.

Providing world-class training.

The recent pandemic has changed a lot of things, including how we work and how we learn.

People are looking for online learning and to access information at their own speed and desired time, so that they can learn at their own pace. It also gives them a sense of ownership and empowerment, rather than simply being dictated to.

You want the reassurance and commitment that whatever decision you make delivers an effective sales strategy, a plan in place for continued learning, as well as the financial gain you're striving for.

The aim of our sales framework is to provide a clear path for your salespeople, and their customers to follow that also achieves the following:

- **Builds relationships and trust**
- **Guides the customer**
- **Challenges their thinking**
- **Makes it easy for them to buy from you**

How do we do this? We train your Sales Team using our unique **Sales Made Easy 7-Step Sales System...** and of course your VSM is on hand to help answer any questions and guide each person through the training.

The next page shows an overview of it...

Sales Made Easy 7-Step Sales System.

1: Research, planning and preparation

- The importance of doing this well and every time (would an airline pilot take off without their pre-flight checks?).
- Doing this well allows you to properly focus on the customer during the meeting

2: Introduction and setting the scene

- Set the tone correctly, manage expectations and ensure you both know why you're meeting.

3: Pain or gain

- This is the 'heart' of the meeting. Get this step right then everything after this is straightforward.
- Learn how to question, to probe and to get to the real issue
- Understand the impact on the business of this issue
- More importantly, understand the impact on the person
- Make the emotional connection
- All done with great empathy



4: Why us?

- Now it's your turn to talk
- Be able to explain clearly and concisely who you are, what you do and make it easy to understand how you can help?

5: The solution

- This is where we explain how we can solve the problem

6: Sign up

- By doing the first five steps well, getting them to action becomes easy. It is merely part of the process rather than becoming a big deal.

7: Next steps

- The icing on the cake
- Don't assume your customer will know what happens next, you'll need to make it clear

Performance coaching.

Now of course, you can absolutely outsource and seek third-party training courses if you have a Sales Manager in place, but how many courses have you invested in whereby everyone comes back energised, only for that buzz to wear off a matter of days or weeks later and no-one is held accountable for their future learning?

This is the difference when you work with a VSM. They will keep your team(s) accountable on your behalf. You won't need to chase your team for progress updates, we provide them. You won't need to sit back and wonder how those conversations are going with prospective buyers, we can provide evidence to you. And you won't need to think about your Sales Team's progress at night... let us do that. As your VSM, we are accountable to you.

A huge part of the role of your VSM is to provide performance coaching to your Sales Team. The 7-Step Sales System gives your Sales Team the 'how'. Performance coaching transforms the 'how' into 'real world action'... and your VSM of course

manages the whole process with each of your people to ensure the training is applied effectively, day after day.

Manage, Motivate, Move

The '3Ms' are crucial to the progress of your team(s) and the individuals within it. Your VSM will manage your team, motivate them (and keep them motivated) and move each person higher (or out – if they don't reach the benchmarks you desire and agree with us).

Accountability and Improvement

Irrespective of how formidable all the previous elements are in the **VSM-System™**, they are redundant if each person in your Sales Team

isn't held accountable. Without accountability you can't have improvement (well not at the level your VSM and you desire). Therefore, 'accountability' and 'improvement' must go hand in hand and your VSM is an expert in both disciplines to ensure you're getting the absolute maximum performance from your team... performance that is improving and sustainable for months and years ahead.

...and as a guide in terms of the accountability and improvement tools your VSM uses across your sales team, here's an overview of what your team will receive...

ACCOUNTABILITY AND IMPROVEMENT ELEMENT	DESCRIPTION
• Customer Ratings	To hold everyone accountable, your team will be tasked with getting performance-related ratings directly from customers.
• Sales Profile	Each salesperson will build their sales profile which will include their DiSC profile, courses completed, accreditations achieved, and their Customer Ratings.
• Sales Forum	We provide an online area for the team to ask questions of us and their peers about anything to do with sales.
• Opinion papers	These are issued by us on a monthly basis, so your team has access to the latest trends and thoughts about the wider sales sector.
• Monday Mojo	A weekly live webinar is hosted for your team to attend which will be fun, educational and will recognise the star performers across the community.
• Webinars and Podcasts	With a range of guests on board, these offer a great way to learn more about sales and about ourselves through the eyes of fellow experienced people.
• Reward and Recognition	The more your team participates in our activities, the more badges they will earn, leading to an enhanced Sales Profile. Public recognition and rewards are hugely important so we make sure we celebrate those wins with you.
• Ratings Page	You can track how your customers are rating your salespeople (good and bad) so that their performance can be reviewed more thoroughly.
• Accreditation	You'll receive a wall plaque to demonstrate that your business is accredited.

Performance coaching.

And that's how you can use the VSM-System™ to build a star-studded Sales Team without having to hire an expensive Sales Manager.

In fact, here's a direct comparison of the gulf between employing a Sales Manager versus working with a VSM...

CONVENTIONAL SALES MANAGER	VIRTUAL SALES MANAGER
£60k+ salary (easily double with all the extras)	Just £299 per person per month
Fixed-term contract	Choose the perfect package for you and cancel at any time
Job advert, interview process to be conducted over weeks/months	Can get started within days
One person	A team of VSM experts who can manage your whole team and build up new teams
Success measured against your targets	Measure success against a proven sales framework
Needs to be set KPIs/personal development plan	Framework has built-in learnings, courses, and reviews for the whole team
Sales Manager will need to take time out from selling to upskill new members of the team, or even train themselves	Methodology and courses already established for new starters, consistent across the board – so no time wasted by anyone
Potential to continue with/develop bad habits	Bad habits will be phased out, and good habits put in place, consistently with everyone
Progress reviews at times agreed by you and the sales manager	Automatic weekly, monthly and quarterly reviews in place as part of the framework, with minimal time required from you
5-7 weeks holiday, sick pay, performance-related package, tax, PMI and so on!	365-day management without having to pay for any 'extras'

It's incomparable when you look at it like this.

Furthermore, as a VSM doing all of the above, we are also building up your business to become a recognised accredited entity. You'll be able to tell your clients that you are accredited, which demonstrates your commitment to honest, skilled, and highly competent salespeople, something not currently available anywhere else, and trust me... I have seen some seriously overpaid, under-performing salespeople in my time!

Our process has helped our sales community sign over 35,000

customers so far, and being part of a wider programme opens up the door for your salespeople to take advantage of the webinars, events, and podcast episodes we organise. The beauty of being virtual too means we can have a really engaged virtual community to ask questions of and see threads of answers relating to common topics.

Salespeople are extremely capable and can learn, but it's the ongoing coaching that holds them accountable. This coaching is also what delivers a significant change

in behaviour and an upturn in results. Ultimately, it is your decision whether to hire a dedicated sales manager or look to the opportunity of a VSM who can do everything you need plus a whole lot more.

There's nothing stopping you from trying out a Virtual Sales Manager and witnessing the quick results you can get. As you've seen, you've got nothing to lose and everything to gain. Hire the wrong, under-performing Sales Manager and that could be a very different story...

How would you like to have your own VSM to create a high-performance Sales Team!

As you can see, the VSM-System™ is a powerful approach to ensure you never have to suffer the challenges normally associated with running, building, training, managing and motivating a sales team.

Let your VSM take care of everything for you.

So how do you get started?

Let me first say, the VSM-System™ isn't suitable for every sales-based company, nor do we accept everyone into the programme.

So, your first step is simple and without obligation.

All you have to do is arrange a suitable time and date to meet with us.

During the **FREE VSM-System™ Strategy Meeting**, we'll take you through the VSM-System™ and analyse exactly how exactly you can use it in your business. We'll also answer any questions you may have and we'll discuss how or if we can work together.

And then if we both believe we are a good fit for each other, we'll invite you to join the VSM-System™.

But I have to tell you that we only put aside a small number of slots for these Discovery Meetings, and they fill up fast each week.

Therefore, make sure you jump on this now and then you're all set.



CLICK HERE
TO GET STARTED

You can get started now by clicking on this button...

Just imagine what it will be like to finally transform your sales team into a high-performance one that delivers an increasing number of sales for your business... **all without hiring a Sales Manager or without you having to manage them!**

This is now a reality. The VSM-System™ is changing the way businesses improve the performance of their Sales Teams... and now it's your turn to reap the rewards.

So go ahead and arrange your **FREE VSM-System™ Strategy Meeting** with us now by clicking on the button above and I'll hopefully meet you soon. To your success,



Kevin Hayler

Managing Director of Sales Made Easy | Creator of the VSM-System™

P.S. Once you book your VSM-System™ Strategy Meeting, I'll share with you a number of case studies detailing the results we routinely get for our clients after implementing the VSM-System™ in their business, but for now, here are a few to whet your appetite...

Client Endorsements.

"Sales Made Easy takes concepts and maximises their impact to a new level, combining them with other processes that are essential to building trust and building strong customer relationships. The content is super easy to understand and apply to my day job. I can learn at a pace that suits me and I can go back and revisit sections as often as I need."



Philip Hall

Commercial Partner Manager
I Digital

"Sales Made Easy focus deliver their human centric approach to building relationships, knowledge, trust and empathy. Everything we were taught by the excellent videos and content was covered on a weekly coaching call to solidify what we'd learned. This is unique and something that has really connected the theory with the practical."



Sonja Becker

Sales and Business Development
Manager, Zortify

"It was very refreshing to be guided by professionals in the field of sales with loads of experience in the real world and I liked the structure you have developed around the process. I am far more comfortable doing sales calls now that I have a better understanding of the dynamics."



Derek Patterson

Deputy Managing Director,
Middle East and Africa
Integra Technical

"Working closely with Kevin at Sales Made Easy helped to bring a new dimension, not just to the way we deal with clients directly, but to how we think about our business and communicate it's message. Kevin's professional and calm nature helped to build immediate trust and confidence in him, and the experience he has in his field was evident throughout the entire process. The whole team really enjoyed the experience and gained so much from it. I would absolutely recommend Kevin and Sales Made Easy to anybody that is looking to improve and grow their business."



Sam Tate

Director of Strategy and Growth
New World Financial Group

"I've got to know Kevin over the last 6 months or so and, from the off, it was evident that we shared very similar opinions and attitudes towards selling in the modern world. What he and the team @SalesMadeEasy are offering is amazing and will enable so many businesses to achieve their ambitions of growth because they will have equipped their sales staff properly. Aside from the fantastic commercial proposition, Kevin is just a really nice and interesting guy so, not only will you be helping your business by engaging with Kevin, you'll also most likely be making a friend!"



Owain Williams

Founder
Dremur Ltd

Case Study: Integra Technical.

Global loss adjusting firm Integra Technical Services (Integra) wanted to enhance its client relationships and ultimately its new business engagement to drive revenue and profit. To do this, it worked with Sales Made Easy to create a bespoke engagement framework that is still used to this day. Combining that baseline structure with group coaching sessions online, the programme has enhanced confidence and capabilities amongst very technically and professional minded teams around the world.

At a time when Integra was refreshing its corporate identity and messaging, its senior team came to the conclusion that upskilling its current workforce who are in contact with their clients on a regular basis was the best option. Following an introduction with the Sales Made Easy team, a client engagement programme was put in place, as opposed to calling it a sales training programme.

Integra's DEO Leo Dixon:

"For us, it meant more than selling; Sales Made Easy is now part of the Integra DNA. With their help, we now have more meaningful conversations with clients. Our teams have incredible sector-specific knowledge, but we knew they could offer much more if they had the skills and confidence to do so on a wider business level."

With some members of staff initially sceptical about the bold move to upskill very technically minded adjusters within a sales environment, the Sales Made Easy team executed a programme that would ensure a comfortable and motivating process, all while managing over 50 people of different levels of ability, across

eight different countries, and multiple time zones.

"The whole approach was professional, yet fun at the same time. Kevin and Ronan at Sales Made Easy were able to adapt quickly and efficiently to the varying levels of our staff with ease." says Leo.

The Sales Made Easy team developed a framework to help the team better engage with clients, by enabling them to adapt their communication styles to suit different audiences to enhance trust. By demonstrating how important asking more questions of clients was, they soon discovered the impact of certain issues that existed, and so the team was taught how to probe even further. By doing so, it improved the level of understanding of that client's challenges and opportunities.

Thanks to the virtual coaching sessions and online training, the team quickly identified ways they could improve these methods of communication and started to see the expected results. Furthermore, their confidence improved, and they were now asking more considered questions of their clients and seeking how

else they could help and enhance the relationships.

"The whole team took part in the programme, including senior staff to make sure we all bought into the same approach and continue to learn and encourage each other. We couldn't have been able to give them the morale boost that Sales Made Easy provided." according to Leo.

Front of mind for Integra at all times is its people. To get the best out of their teams who range in age and expertise, they needed to inspire and lead from the front and that's the approach that was taken at every stage.

The whole process (which is ongoing) provided the team with positive momentum and a framework to constantly refer to when faced with different client challenges and opportunities.

"The depth and quality of conversations we now have with our clients is incredibly beneficial. We now have more insights to work with and more importantly, we have established positive habits that are consistent across the global regions."



Leo Dixon
CEO Integra Technical

Endorsements from members of Integra's team are shown on the next page...

Team Endorsements: Integra Technical.

"Thanks both for your time, effort and support during Round Three of Integra's sales training initiative. I felt from the time I spent in some of the sessions that the course had evolved, and it was far more interactive than before. Feedback from the team has been positive especially from those that were unsure at the beginning. I think, like you, that I enjoy seeing individuals grow in confidence as the course progresses.

Doug Horne

Global Head of Marketing and Communications: March 2022

"Thank you very much for the excellent course, your patience and tuition. I am not sure about the scoring on the exercise at the end, but I found it thoroughly worthwhile and achieved the goal we discussed at the outset! You can teach an old dog new tricks..."

Paul Latimer

Managing Director: March 2022

"It was very refreshing to be guided by professionals in the field of sales with loads of experience in the real world and I liked the structure you have developed around the process. I am far more comfortable doing sales calls now that I have a better understanding of the dynamics."

Derek Patterson

Deputy Managing Director
Middle East and Africa March 2022

"Thank you both for your time over the last few weeks. The experience has been invaluable, and I certainly will be / am taking what you have said (and taught) into future meetings and general life."

Craig Jones

Senior Adjuster March 2022

"Thanks for the training and the feedback. It was very useful and has made me think about how we approach our target market going forward."

Simon Marshall

Senior Risk Engineer: March 2022

"Thanks for your patience and input - really appreciated! Sometimes things don't make a difference, but sometimes they do - you did!"

Anton Webber

Loss adjuster: March 2022

"Thank you very much. I can see these skills being put into practice."

Neil McCraney

Loss Adjuster: March 2022

Integra Technical Services

Integra is a speciality international loss adjusting business.

Established in 1998, they have a reputation for having the technical abilities and experience to manage technical and specialist claims for the global insurance markets.

Wholly independent, Integra has grown from just a single adjuster to a over 50 who are supported by a team of operations and finance professionals together with an alliance of strong, strategic partnerships in 28 countries.

For more information, please visit www.integratechnical.com