

ESP Funnel to Date

150 / 102 / 68

of Leads / # of Proposals / # of Closed Deals

68.46% / 66.67%

Leads to Proposals Ratio / Proposals to Closed Deals Ratio

ESP Total Sales to Date

\$3,227,811.00

From leads generated between 1/4/20 and 6/30/20

\$4,990,936... / 64.67%

Total company sales / ESP % of total sales

ESP Total Rewards to Date

51 rewards

From leads generated between 1/4/20 and 6/30/20

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Everyone Sells Program

Every person sells something every day.

They sell ideas.

They sell compromises.

They sell every time they want someone else to do something for them.

They sell their agendas.

They sell their children on the need to do their homework.

They sell their friends on the movie or play they want to see.

It's all selling, and it's unavoidable. Everyone sells.

Some people don't like the idea of "selling" and use other words instead—influence, persuade, entice, advise, woo, prompt, allure, convince, coax, enlist—they can give it any comfortable name.

But the motivation is the same. Everyone sells.

What does this have to do with YOU and YOUR COMPANY?

Imagine the power behind an **EVERYONE SELLS** culture where every employee in your company sells to grow your company synergistically!

If everyone in your company is selling,
could you increase revenues by 5%, 10%, 15%...?

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How?

The **Everyone Sells Program** consists of motivating, supporting, and rewarding employees for their commitment to bringing the company one lead per month.

Your company commits to:

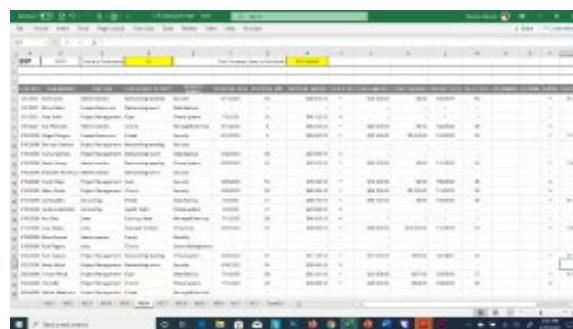
- 1- Educate employees on the products and services they offer
- 2- Create the necessary support materials (postcard, business cards, handouts) for employees to share
- 3- Financially reward employees for their performance with a reward chosen by each employee: gift certificates, employee-of-the-month program, cash bonuses, a paid day off, etc.
- 4- Financially reward the entire team's performance annually!

Your employees commit to:

- 1- Focus on discussing the needs of a possible client, instead of trying to be a salesperson
- 2- Use the two styles of selling effortlessly: Approachable / Credible (both will be shared in the launch presentation)
- 3- Choose their own preferred sphere of influence: networking, sporting activities, community activities, classes, etc.
- 4- Agree to not be aggressive or pushy or sales-like in the process!

We create a winning framework!

- We assist your employees in identifying which products/services they are best fit to sell, selecting the organizations or activities they can join to generate leads, and choosing which reward they would like for their effort.
- We assist you by providing a turnkey **Visual Dashboard** that helps you track all the necessary metrics, gain insight from the data you collect and achieve success by identifying and doing more of what works.



Why a Dashboard?

You may be thinking that tracking your team's lead generation activities in one or multiple Excel files may be enough. But you would end up with a file that looks like the one on the right.

A bunch of numbers is not enough

You may have all the data, but if it takes you too long to sort it properly, to make the necessary calculations, or to present it in a meaningful way, the data will not serve its purpose.

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A visual dashboard meets two crucial needs of the **Everyone Sells Program**:

- 1- Keeps your team motivated by providing them with the data they want to see when they want to see it
- 2- Ensures the success of the program by understanding who is participating, how they are participating, and the effect their participation has on closed business for your company

Here's what we do

- **Track Metrics.** We provide the Excel data source file ready-to-go, tracking all the metrics you need to evaluate the success of the Everyone Sells Program.
- **Gain Insight.** We display the data from the Excel file visually, converting numbers into meaningful information you and your team can use to analyze the program and make critical decisions.
- **Achieve Success.** Use your visual dashboard to turn decisions into actionable items that support short- and long-term goals and measure the on-going impact of the program.

What we track

You are investing in the **Everyone Sells Program** to increase sales by motivating and empowering all employees, not just salespeople, to generate leads. We track the metrics associated with the conversion of those leads into closed business so you can tweak what's not working and do a lot more of what is.

- **Participation**
Track how many employees meet the goal of bringing in one lead per month and how many months achieve 100% participation.
- **Lead Generation**
Track how many leads employees generate each month and which activities are most successful.
- **Proposal Generation**
Track how many leads turn into proposals each month and gain insight into why they do so.
- **Sales Generated**
Track how many proposals turn into closed business each month and compare these figures to total company sales to evaluate the program's impact.
- **Rewards Given**
Track which kind of rewards motivate your team the most.
- **Filters & Trends**
Filter all of this information (participation, leads, proposals, closed business, and rewards) by month, employee, activity, employee's function, and product or service, plus watch trends over time so you can make the necessary adjustments.

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Sample Dashboard

Everyone Sells Program Dashboard
Stonebanks **m-dash**

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ESP Sales Funnel per Month to Date

Month	# Leads	# Proposals	# Closed Deals	\$ Generated	Rewards
01/20	13	10	0	\$0.00	0
02/20	20	9	8	\$381,000.00	2
03/20	22	14	7	\$302,170.00	6
04/20	29	16	9	\$441,345.00	7
05/20	31	16	10	\$522,770.00	4
06/20	35	21	11	\$538,058.00	10
07/20	0	16	21	\$950,539.00	9
08/20	0	0	2	\$91,929.00	13
09/20	0	0	0	\$0.00	0
10/20	0	0	0	\$0.00	0
11/20	0	0	0	\$0.00	0
12/20	0	0	0	\$0.00	0
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ESP Participation per Month to Date

Month	Goal Met	# of Participants Who Met the Goal	Total # of Participants	% Participation
01/20	X	11	22	50.00%
02/20	X	14	23	60.87%
03/20	X	16	24	66.67%
04/20	X	20	24	83.33%
05/20	✓	25	25	100.00%
06/20	✓	25	25	100.00%

Goal has been met 2 month(s) out of 6 total month(s) tracked to date (33.33%)

ESP Key Statistics to Date

Participation	25 participants <small>Highest # of participants in a mo.</small>	18.50 participants <small>Avg. # of participants in a mo.</small>	Closed Deals	21 closed deals <small>Highest # of closed deals in a mo.</small>	11.33 closed deals <small>Avg. # of closed deals in a mo.</small>
Leads	35 leads <small>Highest # of leads in a mo.</small>	25.00 leads <small>Avg. number of leads in a mo.</small>	\$ Generated	\$950,539.00 <small>Highest \$ generated in a mo.</small>	\$537,968.50 <small>Avg. \$ generated in a mo.</small>
Proposals	21 proposals <small>Highest # of proposals in a mo.</small>	17.00 proposals <small>Avg. # of proposals in a mo.</small>	Rewards	13 rewards <small>Highest # of rewards in a mo.</small>	8.50 rewards <small>Average # of rewards in a mo.</small>

ESP Sales Funnel per Participant to Date

Participant	# Leads	# Prop...	# Clos...	\$ Generated	Rewards
Abigail Vargas	12	11	6	\$231,000.00	6
Brandon Stevens	12	9	3	\$129,825.00	3
Carly Espinoza	12	3	1	\$44,500.00	1
David Linney	8	8	7	\$367,500.00	7
Elizabeth Patterson	6	4	2	\$132,000.00	1
Frank Edgar	6	4	3	\$225,000.00	1
Helen Burke	6	4	2	\$129,000.00	1
Ian Madden	8	7	6	\$229,650.00	5
Jackie Silverstein	5	5	3	\$131,685.00	1
Janet Hansen	2	1	0	\$0.00	0
Ken Diaz	5	3	2	\$89,000.00	1
Laura Webb	2	1	1	\$53,984.00	1
Lucy Steele	7	6	5	\$194,750.00	5
Mark Wong	2	1	1	\$45,215.00	1
Mary Peters	7	6	6	\$273,000.00	2
Mike Alvarez	5	3	3	\$157,905.00	1
Paul Rogers	6	3	2	\$104,978.00	2
Pete Smith	8	3	0	\$0.00	0
Raul Salazar	4	2	1	\$37,945.00	1
Scott Jones	7	6	6	\$270,000.00	6
Stacy Walsh	3	1	0	\$0.00	0
Sue Michaels	8	4	3	\$150,000.00	1
Trevor Pierce	5	4	3	\$137,874.00	3
Val Kelly	2	2	2	\$93,000.00	1

ESP Sales Funnel per Activity to Date

Activity	# Leads	# Prop...	# Clos...	\$ Generated	Rewards
Church	22	13	9	\$476,978.00	5
Existing client	7	4	3	\$142,984.00	2
Family	5	3	3	\$157,905.00	1
Friend	22	19	12	\$460,650.00	11
Gym	19	11	6	\$362,874.00	4
Networking event	28	14	9	\$449,500.00	4
Networking meeting	31	25	17	\$805,270.00	17
Sports Team	7	6	3	\$131,685.00	1
Strategic Partner	9	7	6	\$239,965.00	6
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ESP Sales Funnel per Product/Service to Date

Product/Service	# Leads	# Prop...	# Clos...	\$ Generated	Rewards
Data Backup	32	20	16	\$685,024.00	11
IT Services	9	7	5	\$194,750.00	5
Managed Services	15	8	5	\$239,000.00	2
Mobility	7	4	4	\$211,889.00	2
Phone System	23	18	12	\$592,185.00	9
Security	52	39	22	\$1,116,825.00	18
Server Management	8	4	3	\$150,193.00	3
Virtualization	4	2	1	\$37,945.00	1
Total	150	102	68	\$3,227,811.00	51

[Click here to view a live sample of the Everyone Sells Dashboard](#)
(password: ESP-DASH)

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Stonebanks Sales Management Teams

510.612.0783

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Next Steps

Contact us to start the **Everyone Sells Program** in your company.

Here's the process.

Pre-Launch:

- Commit to the program
- Choose a date for us to present the program to your entire team
- Choose an employee to be your Program Administrator

Launch:

- Live presentation at your headquarters
- Excel file and dashboard account setup
- Zoom training session with Program Administrator

Post-Launch:

- Month 1: weekly Zoom meeting to review data entry process (20-30 mins)
- Month 4: 90-minute Zoom Dashboard Assessment meeting
- Month 7: 90-minute Zoom Dashboard Assessment meeting
- Month 10: 90-minute Zoom Program Assessment meeting to discuss the overall success of the program and to decide on the next 12 months

Build and nurture an **Everyone Sells culture and grow!**
