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**Defining Professional Entrepreneur®  
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# Basic Professional Entrepreneurial Business Knowledge

Defining Professional Entrepreneur Sales-Success  
B-15, Sequence #26

John Bosch, Jr.  
Author, Serial Entrepreneur,  
and Professional Entrepreneur  
Coach & Mentor

## **Defining Professional Entrepreneur Sales Success**

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Defining Professional Entrepreneur Sales-Success

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## The TyRex Entrepreneur Institute (TEi)

### What TEi Does

TEi educates, coaches, and mentors all levels of students, as well as the general public who seek to start and run their own entrepreneur business.

### Objectives

The objectives of the TyRex Entrepreneur Institute are threefold:

- To inform and enlighten individuals about the entrepreneurial journey ahead, and provide the business intelligence for aspiring entrepreneurs to make an informed decision if becoming an entrepreneur is right for them.
- To provide a basic understanding of the educational requirements of the knowledge necessary to start and successfully run an entrepreneurial company and be certified as a **Professional Entrepreneur<sup>SM</sup>**.
- To create, design, distribute, and successfully execute an ongoing learning educational program for multiple levels of aspiring entrepreneurs, especially those who desire to achieve **Professional Entrepreneur** status.
- To provide assistance and support in the areas of searching for initial funding and financing, business structuring, and product and service market channels and day-to-day business coaching and mentoring.

### Programs

#### ***StreetSmart MBASM Modules***

The StreetSmart MBA consists of ninety-six program modules that represent an estimated eighty-percent of the necessary professional entrepreneur business understandings to achieve start-up business success. The program covers fifteen areas of entrepreneurial knowledge categories. It is intended to be a complimentary entrepreneur program to higher education business curriculums; it is estimated that only five to ten percent of the StreetSmart MBA module coursework overlaps.

#### ***Professional Entrepreneur Program***

The Professional Entrepreneur program is uniquely different and does not follow traditional business thinking, it is not a pure capitalist play; it includes such elements as responsibilities and individual moral and ethical principles. Its purpose is to produce a new breed of 21st century national and international professional entrepreneurial business managers. In addition, it keys on six cultural principals of longevity “Built to Last” and “Built to Work” business philosophies including prosperity to longevity, professionalism, entrepreneurship, employee wellbeing, community citizenship, and imagination and innovation.

#### ***Leadership Academy for K-12***

An entrepreneurial program specifically for K-12 students, many who will seek to commercialize their creative innovations. The Leadership Academy is a program for youths under RecognizeGood: THE Foundation, a 501C-3 Nonprofit Austin based entity.

## **Introduction**

### **Entrepreneurial Stepping Stones**

A series of interlocking, successful business plans is the source of a professional entrepreneurial company's success. An equally interlocking series of professional sales-success plans, each with a Sales Leader's personal and individual commitment is the source of each entrepreneurial business plan.

Establishing the known requirements to be sales-successful creates a daily "moment of truth" where each individual salesperson or Sales Leader consciously confronts their commitment to sales-success with a personal commitment to the sales-energy necessary to be sales-successful that day. The ability to source the sales effort on a daily basis is necessary to obtain and sustain the professional entrepreneurial company's sales-success.

**It effectively acknowledges that professional entrepreneurial sales-success is self-determinable and individually willable.**

This module takes the position that the individual Professional Entrepreneur has the ability to "choose to be sales-successful" by individually committing (as the entity's Sales Leader) to provide the necessary sales energy and taking the necessary individual sales and marketing actions required to achieve the professional entrepreneurial entity's sales-success thus leading to the entity's ultimate business success.

John Bosch, Jr.  
Principal & Partner, Business Coach  
TyRex Group, Ltd.

## A Coach's Story

“My Amway Days of Entrepreneurial Selling”

By John Bosch, Jr.

My days of selling Amway products were somewhat short and financially limited. I was not suited for the door-to-door selling of household cleaning products. These products, although very effective, were foreign to me as a student on the expanded original 40 acres of the University of Texas at Austin. The rule at my apartment was very specific: If it needed cleaning, it was definitely time to move, lose the deposit, and look for an apartment complex that didn't know you.

The one thing about the purity of “door-to-door” entrepreneurial selling I experienced with my Amway cleaning products adventure is that it piqued my curiosity about the psychology behind consumers’ buying habits. So, as a “first year” senior marketing major (suffice to say I had a couple of senior years), I ventured off to the Psychology Department at the University of Texas, found the dean of the department and proceeded to ask him to explain the fundamental triggers related to positive response consumer decision-making.

Dr. Brown, somewhat of a legend in his own right, was astonished by the presence of a business major in the Psychology Department. He shared many stories with me about his raising Sam, the first monkey in space. Dr. Brown, it seemed, was part of the NASA team and Sam’s legal guardian. He helped design the first spacesuit for Sam as well as the first space chair. During my visits to Dr. Brown’s home, he would show me pictures of Sam and him and became somewhat emotional talking about Sam living out his remaining years in San Antonio’s Southwest Research Park.

I don’t know whether Dr. Brown ever really answered my question, but I did end up with the equivalent of a minor in psychology. My abnormal psych course was something else. I’ll never forget learning the word “zoophilia” and discovering the many unusual behaviors of people. Although I learned a great deal from Dr. Brown from the many courses I took

and found the subject matter highly interesting, it seemed to have little to do with marketing channels and product distribution, but a lot to do with understanding people.

Back to my entrepreneurial business days of selling Amway, what I learned was that you shouldn't try to sell something you know very little about, have absolutely no passion for, and couldn't care even less about personally using or needing. I mean really, I just couldn't see me becoming giddy about household cleaning products. Now, on the other hand, I could have been a premier beer salesperson in my college days. I could see myself not only selling but also consuming Schlitz malt liquor beer with natural gusto. I did, however, eventually study multi-level marketing schemes. I became fascinated with the effect large commission opportunities have on greed-only salespeople.

Namely, how they could be convinced they had the ability to sell to nearly everyone and make lots of money. It seemed to me like it was a whole lot about greed and not much about solving people's problems or developing long-term relationships.

The moral of this story: Entrepreneurial "door-to-door" or retail selling is not for everyone. I truly believe it takes real sales talent to sell these retail products. I say, "Hats off" to all those entrepreneurial sales professionals who can sell with charm and quickly develop sustainable relationships. They do a great job and fill a need!

Unfortunately, I, along with most technical Professional Entrepreneurs, am not one of them. There must be a better way.

Finally, a special acknowledgment to Amway; they are a great company with great products.

## **The TyRex Truths**

TyRex Truths are not thought to be self-evident, but rather insightful pieces of knowledge that hold truths about entrepreneurial business management. In essence, they are the “teaching points” of each specific TyRex Entrepreneurial Institute’s Professional Entrepreneurship module.

The following are the teaching points for B-15, Defining Professional Entrepreneurial Sales-Success.

- Professional Entrepreneur sales-success is self-determinable and individually willable. These entrepreneurs individualize and personalize the interlocking sales energy requirements; they commit to sales action responsibilities. They are capable of linking their commitment to the overall Sales-Team’s professional entrepreneurial sales-success.
- Professional Entrepreneurs who are Sales Leaders must comprehend and operate at the pace of their sales time, and they possess the ability to develop, recite, and evaluate their own professional formula for sales-success. The disciplines of continuous commitment along with the rigors of repetition provide the foundation for the professional entrepreneurial sales-success plan.

## **Why Take This TEi Module?**

- Learn what a sales-success plan is, its components, and how to define and create one.
- Learn the difference between a dysfunctional sales plan and a sales-success plan.
- Learn what sales-success energy is and the importance of defining it for sales-success.
- Learn the individual commitment required for sales leadership and sales-success.
- Learn the requirements and personal commitments of sales leadership
- Learn how to develop the confidence necessary to become the entrepreneur entity’s Sales Leader

## Chapter 1: Defining Sales-Success

*Establishing the known requirements to be sales successful creates a daily “moment of truth” where each individual Salesperson or Sales Leader consciously confronts their commitment of sales energy to be sales successful that day. It is this ability to daily source the sales effort that is necessary to obtain and sustain the professional entrepreneurial company’s sales success. It effectively acknowledges that professional entrepreneurial sales success is self-determinable and individually willable.*

John Bosch, Jr.  
Principal & Partner, Business Coach  
TyRex Group, Ltd.

Defining Professional Entrepreneur Sales-Success is about creating a formula for evaluating the entity's available resources necessary to be sales-successful.

### **SS = E / T (Sales-Success = Energy Required / A Defined Quantity of Time)**

The sales revenue required to achieve professional entrepreneurial sales-success is determined first by separating the entity's sales or revenue goals from its sales or revenue commitments. It is important to understand that professional entrepreneurial revenue commitments are used in making critical business decisions, i.e., foundation structuring, growth expenditures, company development, planning, etc.

Determining the revenue-planning period or defining the sales objectives timeframe establishes the basic criteria for determining the amount of sales energy required during the window of opportunity to be sales-successful.

The choice to be sales-successful must take the form of a conscious, daily, and individual commitment. Collectively, each individual, daily commitment weaves into a series of interlocking, individual, and team, sales-success commitments becoming the fabric that surrounds the entity's sales-success plan.

## **Chapter 2: The Phenomenon of Dysfunctional Sales-Success**

The number of entrepreneurs who are dysfunctional when it comes to sales-success is staggering. Often in all other areas of entrepreneurial business activities, these same individuals predictably lead from the front, not so much in the sales arena.

In the arena of sales, they hide from sound sales leadership. There are a variety of good and valid reasons why. The following success actions can change a dysfunctional Sales Leader to a very successful Sales Leader:

- Understanding the absolute importance of sales leadership
- Taking personal command and responsibility of their company's sales destiny
- Seeking market clarity and detailed sales-success planning can lead to evolving into bona fide Professional Entrepreneurial Sales Leaders
- Building foundation relationships with key customers has the ability to create business clarity and confidence where none previously existed

**There seems to be a consistent clash between the desire for entrepreneurial business independence and the entrepreneur's fear of selling.**

The role of relationship in customer pricing is an area that creates a genuine fear of selling. This fear causes stress that builds between the desire for personal and business independence versus the entrepreneur's fear of selling. This is especially true during times of economic or business difficulties.

To alleviate the fear of selling you need to understand and practice the daily success actions above as they are key to the Professional Entrepreneur's Sales Leader success!

## **Chapter 3: Why Leaders Refuse to Sell Proactively**

Entrepreneur sales-success begins with a self-willed personal commitment to “out front” sales leadership by committing to a professional sales-success plan. The entrepreneur must be self-determinable and individually willable, taking the form of a conscious, daily commitment to achieve the pre-determined sales energy requirements.

For those who are more technically inclined rather than sales savvy, the above professional entrepreneurial sales-success principles establish the fact that a technical Professional Entrepreneurial Sales Leader can achieve sales-success without taking on the characteristics of a traditional salesperson. It is appropriate to leave the traditional selling to the corporate sales department.

It is, however, imperative to lead the sales team with “out front” relationship selling and individual commitment to the established sales energy requirements necessary to achieve professional entrepreneurial sales-success.

Here are the top ten reasons technical entrepreneur leaders refuse to sell proactively.

#	Reason for Non-Proactive Selling	Good/Bad Reaction
1	If I build it, they will come.	Only in the movies. By the way, what movie does this quote come from?
2	If I build it, someone will buy it.	Who are you kidding?
3	Sales are not my responsibility!	If it's not the entrepreneur's, whose responsibility is it really?
4	I'm not comfortable making a sales pitch.	Simply tell your company's story, your passion for the business, and explain your ability to solve problems.
5	Do I look like a person who can sell?	In relationship selling, how you look and dress is not as important as your ability to solve customer problems.
6	I'm not comfortable with my selling skills.	Learn the necessary selling skills and learn them quickly.
7	I don't really like selling. It's not part of my character make-up.	You don't have to like selling, you just have to be successful at it. So, start leading and selling!

8	The naïve belief that sales will appear without cause as a mysterious blessing.	Daddy, tell me the Peter Pan story again!
9	New inventions sell themselves because they're neat, and most of all, because I design it.	Self-gratification is no excuse for not committing to professional entrepreneurial selling.
10	I don't understand professional entrepreneurial selling, and I am too proud to ask for help.	Entrepreneurial business independence is important. Professional entrepreneurial selling is not out of your grasp. Ask for help!

The ten excuses listed above qualify as good reasons for the technical Entrepreneurial Business Manager not to sell. However, excuses for entrepreneurial Sales Leaders have very little value. Their place of importance is very low. Frankly, they are simply irrelevant.

The Professional Entrepreneurial Sales Leader has a daily choice to make: be sales-successful in spite of any and all obstacles, or accept one or more of the valid excuses and no longer have an independent company ambition with which to express your entrepreneurial creativity, follow your passions, and establish your true leadership abilities. Sell, baby sell!

**Remember, the Professional Entrepreneur leader makes a conscious, daily, and individual choice to accomplish sales-success.**

## Chapter 4: Typical Day of a Dysfunctional Sales Team

The following is a chronological sequence of a typical day in the life of a dysfunctional Entrepreneur Sales Leader.

Time	The Sales Team's Intentions	Excuse Not to Be Sales-Successful
7 a.m.	Review the daily sales-success plan.	The need to discuss last night's game over a cup of coffee.
8 a.m.	Make a daily conscious commitment to be sales-successful and achieve all sales and energy requirements.	Conveniently forgot. Commitments can be very "finger pointing" and troubling.
9 a.m.	Review the daily sales energy requirements.	Distracted by the lure of a new, potentially large opportunity.
10 a.m.	Go on the first previously scheduled customer sales visit.	OK. Now I am ready. It is now time to begin the sales day.
11 a.m.	Make the pre-determined number of sales telephone calls to potential customer decision-makers effectively, meeting the daily goal.	Talked to accounting about payment of my last expense report.
12 p.m.	Make calls to customer decision-makers who are working through lunch and will answer their telephone.	Lunch with friend on the company's expense account.
1 p.m.	Go on second customer sales visit.	Took first customer daily sales visit.
2 p.m.	Send out the pre-determined number of daily mail-outs.	Paper jam in the copy machine.
3 p.m.	Work with the Bidding and Estimating Department.	No outstanding bids to worry about for this salesperson.
4 p.m.	Go on third Customer Sales Visit.	Customer cancelled meeting; no back-up plan to achieve daily sales visit requirements.
5 p.m.	Review major sales opportunities with sales team.	Meeting with other sales members at the local watering hole.
6 p.m.	Send pre-determined number of e-mails to prospective customers – work the product group's prospect farm by e-mail.	Too tired; headed home.

If you as the Professional Entrepreneurial Sales Leader or committed member of your sales team can associate any excuses above with your Daily Sales-Success Agenda and intentions, then it is time to face the fact that your excuses control you and will seriously reduce the possibility of your achieving professional entrepreneurial sales-success.

It is imperative you find a way to deal with these excuses and eliminate them from your daily activities. Converting the excuse is necessary to “will” sales and ultimately, achieve your individual business success.

**Do not let any excuse get in your way of success for you and your sales team!**

## **Chapter 5: Commitment to Sales-Success**

The commitment to sales-success in the entrepreneur company should be a conscious, daily, and individual decision by the Professional Entrepreneur Sales Leader. Most entrepreneurs who have an experienced financial partner possess the ability to develop and recite their company's formula for success.

So, you ask the question if these individuals have such a strong passion for the opportunity to express their technical or business creativity and desire to be independent Entrepreneurial Business Managers, why are they not able to source the formula for their entity's sales-success independently?

Maybe the magic is in the three ITS:

1. Define IT!
2. Commit to IT!
3. Do IT!

Sales-success depends on a daily choice to make a personal commitment to succeed. Only Professional Entrepreneurs have this choice because it requires the discipline of a daily commitment and the rigors of repeatability, a skill set unique to professionally trained and passionate entrepreneurs.

Write this phrase one hundred times: "I choose to be sales-successful!"

For the technically trained Sales Leader, isn't it great to have the ability to self-determine success and choose to be personally successful each day?

## **Chapter 6: Structuring of a Successful Sales Plan**

There are three fundamental stages in developing the structure of a successful entrepreneur sales-success plan. This chapter covers these stages.

### **1. Confirming acceptability of the revenue commitment**

The first step in developing the fundamental structuring of a successful entrepreneur sales-success plan is to confirm the acceptability of the sales team's revenue commitment. If the sales team's revenue commitment does not generate the margins necessary to cover the group's basic overhead expenses, then a more basic and fundamental discussion about the entity's business financial structure must immediately occur. This discussion must occur prior to the implementation of any professional entrepreneurial sales-success plan.

The gross margins generated from the company's sales team revenue commitment must equal or exceed the entity's overhead expenses. This is required to sustain the entity's ongoing nature or business longevity. It also secures its financial foundation, and determines that it has met the company's financial requirements.

### **2. Basic components of the entrepreneurial sales-success plan**

The second step is to determine the basic components of the sales-success plan to:

- Assess the market by the entity's Sales Leader
- Determine the critical goals and sales objectives of the entity's professional entrepreneurial sales-success plan
- Match the revenue commitments with the sales energy requirements
- Evaluate the entity's available sales and financial resources
- Define and develop a detailed sales energy plan to achieve sales-success
- Create the sales energy plan according to individual responsibility and accountability
- Author the complete and detailed professional entrepreneurial sales-success plan with the sales team's individual sign-offs
- Continuously evaluate and re-engineer the professional entrepreneurial sales-success plan by the entrepreneur Sales Leader

### **3. Sales energy requirements and action plan responsibilities**

The third step is to individualize and personalize the interlocking sales energy requirements and commitments and the sales action plan's responsibilities and accountabilities. These link the individual actions and commitments to the sales team's overall sales-success plan.

## **Chapter 7: Defining the Sales-Success Plan Timeframe**

Establishing a timeframe for the professional entrepreneurial sales-success plan is essential, for without the existence of a predetermined timeframe, the boundaries of the professional entrepreneurial sales-success plan become endless. The importance of establishing the sales energy requirements necessary to achieve professional entrepreneurial sales-success will diminish in value and become meaningless. This is known as “market time.”

### **Establish the need for time parameters**

Establishing “market time” parameters in entrepreneur sales-success plans is very important for several reasons:

- It must be long enough in duration to provide for the effects of “sales energy” to take hold.
- It must have an appropriate span to meet the entity’s financial expectations without creating excess risk.
- It must be long enough to evaluate the geographical market area covered in order to confirm the specific region’s success.
- It must be short enough for the sales team to visualize the end of the professional entrepreneur sales team’s “market time” mission and their individual successes.

Defining the time parameters creates limits for the professional entrepreneurial sales-success plan, establishing the fundamental framework for the professional entrepreneurial sales-success plan formula.

### **Defining sales timeline parameters**

Professional entrepreneur “sales time” can be broken down into a number of highly determinable lengths. The primary periods that establish the entrepreneur sales-success plan time parameters are daily, weekly, and monthly.

Here are examples of “sales time” parameters::

- Daily commitment to the sales energy requirements necessary to become sales-successful
- Weekly sales energy requirements have an easily determinable framework of one calendar week
- A monthly timeframe allows the sales leadership to review the contributed sales energy over an extended length of time. It is long enough to allow for daily and weekly fluctuations but short enough to have time to make appropriate modifications to the entrepreneur sales-success plan prior to the mission’s end

- The entrepreneur sales-success mission is the time period needed to meet all of the conditions established above

### **Operating at the pace of the entrepreneur's sales time**

At first blush, this statement may not appear to have much insight or meaning. However, a more thorough investigation should reveal its significance.

The most valuable resource entrepreneurs or Professional Entrepreneurs have is time. The management of a Professional Entrepreneur's time is not only crucial, but also essential to their company's ongoing success. Therefore, the operating pace of a Professional Entrepreneur's sales time is critical.

It is important for the entrepreneur to adopt the practice of clock management. Specific actions over specific lengths of time must have measurable results. This determines the value of the entrepreneur's efforts and the value of professional entrepreneurial time expended.

Operating at the pace of the entrepreneur's sales time is synonymous with operating at the company's pace of sustainable business life. It is really quite simple:

- Operate at the pace of professional entrepreneurial sales time and bring in enough sales to sustain the entity's business life
- Operate at a sales pace capable of providing sufficient sales revenue to cover the company's expenses and the entrepreneurial company will live another day; operate at a sales pace below the entrepreneurial company's sales revenue requirements and the company will fail.

Therefore, operating at the pace of the entrepreneur's sales time has real meaning.

**Experienced Professional Entrepreneurial Sales Leaders have an internal clock that is always tracking the pace of sales time and sales-success.**

Sales Leaders function with a clear understanding of the importance of the pace of professional entrepreneurial sales time. How entrepreneurial sales time relates to the professional entrepreneurial sales-success plans is vital.

## **Chapter 8: Basic Steps to Create a Sales-Success Plan**

Reviewing these steps can capture the basic components of a successful entrepreneurial sales plan.

### **Assess the market**

The first step in developing an entrepreneur sales-success plan is for the Sales Leader to assess the marketplace and separate the relevant market segments from the irrelevant market segments.

### **Establish critical goals and sales objectives**

The next step is to determine the critical goals and sales objectives of the entrepreneur sales-success plan. These critical goals and sales objectives are typically categorized as foundational, tactical, and strategic customer opportunities.

### **Match revenue commitments with sales energy requirements**

In developing a successful entrepreneur sales-success plan, the authors of the plan should now move to match the revenue commitments with the sales energy requirements. It is important that the entity's resources be sufficient for these two competing forces to equal one another.

### **Evaluate available sales and financial resources**

If available sales and financial resources cannot support the sales energy requirements, a reduction in sales revenue commitment or an extension of the plan's timeline can provide the necessary leeway to allow the plan to flourish.

### **Define and develop a detailed sales energy plan**

The sales leadership must first define the types of sales energy requirements necessary to achieve sales-success. Second, the sales leadership team must develop the specific detailed sales energy plan.

### **Create the sales energy and action plan by individual responsibility**

After defining and developing the detailed sales energy plan, the entity's Sales Leader

develops the individual sales energy and action plans for each member of the sales team. Key components should include:

- Don't dictate – instead, develop individual responsibility together
- Explain the plan's timeline
- Connect the dots to the plan's ultimate success
- Visualize the plan's critical goals and sales objectives
- Focus on measurability
- Confirm the attainability of the individual goals
- Conduct frequent reassessments

### **Author the complete and detailed plan**

At this point, the Sales Leader puts pen to paper and composes the detailed professional entrepreneurial sales-success plan. The next step is to acquire individual sign-offs by the sales team.

### **Evaluate and reengineer the plan**

During the life of each entrepreneur sales-success plan, it is important to assess and evaluate the plan's success tracking, especially at times relating to the critical benchmark or milestone dates.

## **Chapter 9: Compare Revenue Commitment with Financial Requirements**

Another important step to achieving entrepreneurial sales-success is to compare the revenue commitment with the company's financial requirements for a secure business foundation, thus ensuring the company's longevity.

To have a successful sales plan, the sales or revenue commitments must:

- Meet the financial requirements necessary to sustain the entity's financial foundation
- Be market obtainable
- Be achievable within the sales-success plan's timeline

The series of these plans over an elongated period of time ultimately validates the company's longevity and covers long-term continuous revenue requirements.

At its basic level, entrepreneur sales-success is a very fundamental business equation. If the margins from the sales or revenue commitments equal the entity's expenditures, then the company has sustainability, which validates the overall sales plan and the company achieves a solid business foundation.

If it does not, then the entrepreneur company's leadership has to re-engineer the expense side of the equation or redirect more of its sales resources toward the revenue side of the equation, since these areas have more margin potential.

Other sales plan alternatives can be made to aid in the search for a balanced sales-success equation.

### **Level 1 – Revenue Success Equation**

Business Foundations = Sales-success; i.e. Gross margins minus (-) all company expenditures from generated revenue

Growing entrepreneurial companies must add a revenue and related profit margin into their primary Revenue Success Equation.

### **Level 2 – Revenue Success Equation**

Business Growth

(Existing revenue level plus (+) expected sales growth) = Company sustainability plus (+) added financial resource generation

Achieving sales-success for a growing entrepreneurial company can become the financial resource generator that establishes the company's next stepping-stone on the path to ultimate business success. Then, having a continuous and hopefully uninterrupted series of these sales-success plans will create the road to ultimate success.

## Chapter 10: The Mental Side of a Successful Sales-Success Plan

The mental side of a successful, professional entrepreneurial sales-success plan is an attempt to establish the “can-do” attitude, the commitment, and the energy to “will” successful sales. Exhibit 1 is a tool that can be used either by individuals or collectively by a sales team as a test for establishing the mental competency, the discipline, and commitment needed to achieve sales-success.

### Necessary individual discipline

The commitment to a professional entrepreneurial sales-success plan requires discipline from both the Sales Leader and the entire sales team. The individual discipline of continuous commitment validates the professional entrepreneurial sales-success plan. The dedication to achieving the sales energy goals every day provides the underlying force to achieve sales-success.

### Repeatable rigor

The other validation to the professional entrepreneurial sales-success plan is the commitment to the rigor of repeatability. It takes a commitment every day for a prolonged period to achieve sales-success. The program timeline establishes the rigor of repeatability level necessary to achieve professional entrepreneurial sales-success.

For the technically oriented professional, the combination of discipline and continuous commitment, combined with the rigor of repeatability completes the validation of the entrepreneur sales-success plan.

Without the validation of discipline, continuous commitment, and the rigor of repeatability, the sales-success plan becomes a simple exercise in daily sales futility.

Exhibit 1: Individual Sales-Success Mental Matrix

	Dedicated to Achieving Sales Energy	Not Dedicated to Achieving Sales Energy
Develop a Plan to Succeed	<b>+</b> Sales-Success!	- An individual, predetermined election not to succeed
Didn't Develop a Plan to Succeed	- No benchmark to determine sales-success	<b>≠</b> Two wrongs in sales-success planning never equal a right.

## **Chapter 11: Comparing Sales Revenue Goals to Revenue Commitments**

### **Importance of Establishing Sales Revenue Goals**

Sales or revenue goals are crucial in a sales-success plan. Their purpose is to provide the sales team with a picture of the market opportunities that are sales or revenue possibilities. These goals are characterized as real market opportunities and have the ability to register on the probability meter.

An additional purpose of establishing sales goals is to provide a market bridge for viewing the achievement of greater sales results, ultimately achieving the revenue results necessary for the professional entrepreneurial entity to support their next level of business success.

- Revenue commitments carry a responsibility that sales goals do not. Revenue goals should be established with minimal restrictions.
- Revenue commitments should be challenged with a significant amount of due diligence, as they should always be tested for validity and reliability.
- Sales or revenue goals are a mixture of possibilities with probabilities. Sales and revenue commitments blend the due diligence of market research and market analysis, with validation of the company's sales energy commitments.

These commitments should relate to the company's mission. They are defined as the viability, longevity, and future growth of the company.

### **Revenue Commitments**

Revenue commitments carry a responsibility that sales goals do not. They are a blend of market research analysis with sales energy commitments. The entrepreneurial Sales Leader has the responsibility of validating these commitments.

The expanded results of the sales-success plan minimally cover the company's foundation financial requirements and ensure the entity's long-term viability, whereas revenue commitments carry the responsibility of validating the company's sales energy commitments. This commitment relates to the company's mission and defines the viability, longevity, and future growth of the entity.

The revenue commitments of the professional entrepreneurial company carry the responsibility of individual commitment. First, there is the commitment from the individual sales team member. Then there is the responsibility of the Sales Leader, and the commitment from the entire sales team.

**This interlocking series of individual commitments to revenue goals is essential to the professional entrepreneurial sales-success plan.**

## **Chapter 12: Step-by-Step Road to Entrepreneur Sales-Success**

The following step-by-step approach is an attempt to develop the concept of a professional entrepreneurial sales-success plan.

### **Achieving Sales-Success by the Numbers**

#### **Step 1**

First, determine the sales or revenue goals, as well as the revenue commitments.

Secure individual revenue commitments from each member of the sales team.

Secure the Sales Leader's revenue commitment relating to the union of individual commitments of sales team members.

#### **Step 2**

Next, determine the “first pass” timeline or time period to achieve the sales or revenue commitments.

- It must be long enough to allow for sales-success.
- It must fit within the allocated resources provided in the sales-success plan.

#### **Step 3**

Then, determine the sales energy required to achieve the sales or revenue commitments.

Define and determine the required sales energy to achieve sales-success:

- # of weekly e-mails
- # of weekly telephone calls
- # of weekly sales visits
- # of weekly support materials (newsletters, brochures, etc.)
- # of cross-marketing Sales Leader network contacts per week (if available)

Each of these must be a sustainable sales energy target that covers the extended sales-success plan’s “sales timeline.”

#### **Step 4**

Compare the sales energy requirements with:

- # of available sales individuals
- Ability to achieve the required sales energy goals
- The available financial resources to fund the plan

#### **Step 5**

Modify and re-engineer the sales-success plan to align the revenue commitments with the sales energy commitments and the available resources.

**Step 6**

Benchmark the professional entrepreneurial sales-success plan:

- By revenue and resource milestones
- By specific sales action items

**Step 7**

Compare the sales energy requirements to be sales-successful against the entity's actual sales energy performance:

- Weekly review
- Month-to-date comparison
- Plan-to-date comparison

**Step 8**

Review and determine whether your sales team has the discipline for continuous commitment and the rigor of repeatability to be successful or not successful.

**Step 9**

Assess and modify the professional entrepreneurial sales-success plan. Reset the sales-success equation and re-secure the individual commitments to continue seeking sales-success.

**Step 10**

Upon reaching the end of the “market timeline,” globally assess the complete professional entrepreneurial sales-success plan by specific detail.

It is particularly important to do this before committing to the next sales-success plan to determine the feasibility of changing the goals and plan.

## **Chapter 13: Developing Critical Sales & Market Objectives**

Before establishing the entrepreneur sales-success plan, the company Sales Leader must rely on their understanding of the marketplace to establish the entity's critical sales and marketing objectives.

Establishing the necessary and essential elements of critical sales and market opportunities and objectives provides the entity with a keen understanding and feel of the market coupled with a complete understanding and knowledge of the sales, marketing, and financial resources available.

Before establishing the sales-success plan, the company's Sales Leader must:

- Assess the market from personal hands-on experience
- Divide the market into relevant and irrelevant sections
- Determine the relevant market characteristics
- Take inventory of the entity's committable resources
- Assess the initial probability, or achievability of securing an appropriate piece of the market

The Sales Leader's responsibility is to process the above, define the boundaries of the relevant market, and describe the characteristics of the relevant market to the sales team before establishing their objectives.

**It is important to accomplish all of this before beginning the development of the professional entrepreneur sales-success plan.**

The ability to articulate a well-defined, accessible, and relevant market provides the focus for the entity's sales energy. Without this focus, the entity's sales energy becomes aimless and its underlying disciplines of continuous commitment, as well as its rigors of repeatability, diminish in intensity.

## **Chapter 14: Defining the Sales Energy Required For Sales-Success**

Sales-success depends on defining the company's sales energy, determining sales energy requirements, and assessing the quality and capabilities of the professional entrepreneurial sales-success plan.

### **Defining Sales Energy**

All of the following can define sales energy:

- Sales energy is the fuel that when ignited, provides the combustion that turns the engine providing the horsepower needed to move the sales machinery forward toward the entity's ultimate destination.
- Sales energy in its basic form transforms market opportunities into the reality of actual sales revenue or successes.
- Sales energy is the sum of all sales resources needed to meet or exceed the sales or revenue expectations within a prescribed amount of time.

The details of a specific sales-success plan usually relate to some form of contact with a potential or existing customer. In most cases, these contacts take one of the following forms:

- Emails
- Telephone calls
- Customer visits
- Support materials, i.e., newsletters, brochures, letters, etc.

### **Sales Leaders and Salespersons**

The number and quality of contacts combined into a single sales energy force converts market opportunities into actual sales and success.

## **Chapter 15: Determining Entrepreneur Sales-Success by Sales Energy Requirements**

### **Sales Energy Success**

The following chart illustrates how the Sales Leader and individual team member goals add up to a combined Sales Energy Commitment for one week with this entity.

Monthly Sales Revenue Increase Commitment \$ \_\_\_\_\_

Weekly Sales Energy Requirements to be Sales-successful				
	Dave's Goals	Jimmy's Goals	Sales Leader's Goals	Group Total
E-Mails	15	12	10	37
Telephone calls	25	20	10	55
Customer Visits	5	10	5	20
Support Materials (newsletters, brochures, letters, etc.)	10	5	0	15
Intra-Family Personal Contacts Sales Leaders and individual Salespersons	3	0	0	3

Using this matrix, the entity's Sales Leader can access the individual sales energy commitments of the sales team. Therefore, as it relates to the entity's sales revenue commitment, the available individual sales energy commitments combine to produce 37 emails, 55 telephone calls, 20 customer visits, 15 support materials, and intra-family support of 3 personal contacts each week.

**Again, it is the responsibility of the Sales Leader to determine whether the cumulative sales energy is sufficient to produce the established revenue commitments in the prescribed “market time” period available.**

## **Chapter 16: Sales Energy Assessment Questions**

The entity's Sales Leader needs to assess the quality and capabilities of the professional entrepreneurial sales-success plan. This assessment can be accomplished by asking a series of questions similar to the ones below:

- Will the sales team be able to achieve the weekly sales energy requirements over an extended period of “market time?”
- Are the categories of sales energy commitments sufficient?
- Is the combination of sales energy categories with their specific salesperson’s commitments and accountabilities sufficient to achieve the overall professional entrepreneurial sales-success plan’s goals?
- Has the Sales Leader properly assessed the market opportunity, determined the market’s entry portal, and correctly determined the sales energies required to achieve the established revenue commitments?

Affirmative answers to the above five questions above should provide the Professional Entrepreneur with the confidence to lead the sales team toward the sales-success of the Professional Entrepreneur’s sales plan.

## **Chapter 17: Securing Buy-Ins**

It is important to individualize the Professional Entrepreneurial team's sales-success and sales energy commitments. The entrepreneur must obtain buy-ins from each sales team member and the entire entrepreneurial team as a whole.

The final responsibility of determining the sales or revenue commitment rests with the company's Sales Leader. The assessment of the relevant market and establishing the sales objectives, as well as obtaining the sign-off of the sales energy requirements from individual team members as they relate to the company's revenue commitments are all the responsibility of the Sales Leader.

However, since each sales team member contracts their individual sales energy by category and the foundation for the plan's success is established at the individual sales team level, it is important to secure a buy-in from each sales team member and the entire entrepreneurial team.

### **Individualizing the Sales-Success Plan**

Providing each member of the sales team a copy of the sales-success plan is an important step to individualize the sales-success plan. It is also important to go over the plan in detail with each member of the team.

Each member of the team should thoroughly understand the sales-success plan and understand their individual commitment to the plan's sales energy requirements. Their understanding must reach a level that includes confidence regarding the plan's success. This confidence should be validated with the signature of each participant in the sales-success plan. The following is an example of a signature page to be included in the professional entrepreneurial sales-success plan as the final piece of the plan.

An example of written commitment to the sales-success plan:

We, the undersigned, acting as independent sales team members, but joined together by the "spirit of the company," agree that in order to achieve our combined sales or revenue commitments of \$ \_\_\_\_\_, we each must reach or exceed our individual and collective sales energy commitments.

We understand this requires a discipline of continuous commitment and the rigor of repeatability to be sales-successful.

Individually and collectively, as signed with our signatures, we agree to the Professional Entrepreneurial sales-success plan.

---

(Name & Date)  
Team Member

---

(Name & Date)  
Team Member

---

(Name & Date)  
Sales Team Leader

## **Chapter 18: Assigning Specific Individual Responsibilities**

The success of every professional entrepreneurial sales-success plan is defined, decided, and ultimately reliant upon the intentions of its individual sales team participants. In every entrepreneurial sales-success plan, there is a call for **purpose and individual commitment.**

After defining the critical objectives, determining the sales goals and sales commitments, and developing the sales energy required to achieving sales-success, the bottom line becomes the individual sales team member's commitment to success.

Each sales professional chooses to be successful. They accomplish this by providing the required individual energy needed to support the sales-success plan on a daily basis, and by accepting responsibility for completing specific action items in the plan.

Thus:

- Individually, the ability to “will” sales-success and accept no results less than the committed desired results becomes synonymous with the success of the sales plan.
- The call for intentionality underlies and underscores the individual commitment to sales-success. Intentionality means the sales professional chooses to be sales-successful. The individual energy created by this intentionality fuels sales-success.
- Sales-success is also dependent on the acceptance of responsibility as well as the accountability for completing specific action items defined in the sales-success plan.

All of these rolled into a single force defines entrepreneurial salesmanship.

**Success is about individual commitment to the cause and objectives, the purpose of planning, and working as a team.**

## **Chapter 19: Developing a Entrepreneurial Sales-Success Plan**

This chapter presents the elements of a typical sales-success plan for the example company called “Communication Group.” This model includes revenue goals and commitments, timelines and critical dates, action items, and weekly energy requirements.

### **Elements of a Typical Sales-Success Plan**

Creating and monitoring a professional entrepreneurial sales-success plan requires high levels of sales leadership. A typical sales-success plan has the following elements, all of which require constant monitoring by the entity’s Sales Leader:

- An Understanding of “Market Time”
- Timeline with Critical Dates
- Market and Sales Objectives
- Revenue Goals and Revenue Commitments
- Weekly Sales Energy Requirements
- Critical Benchmarks
- Action Items
- A Team’s Commitment Sign-Off and Signature Page

Timeline for the “Communication Group’s” sales-success plan:

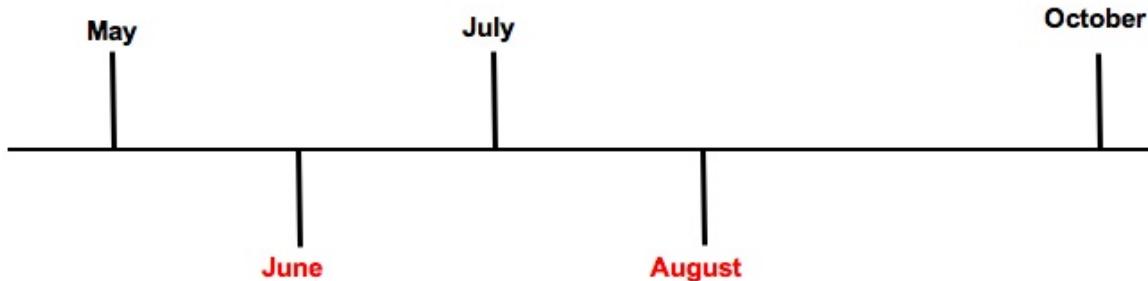
Begin: May 1

Midpoint: July 1

Key Benchmark Dates: June 30 - August 31

End: October 31

### **Example Timeline**



## Marketing and Sales Objectives

COMMUNICATIONS GROUP: Marketing and Sales Objectives				
Item #	Type	Action Description	Critical Decision Date	Individual Responsibility
1	Tactical	Establish a Three (3) City Marketing Territory: Austin, San Antonio, and Houston		
		<ul style="list-style-type: none"> <li>• Customer Specialty Cables supplied by Vendor Partner</li> </ul>	2Q 'XX	SB
		<ul style="list-style-type: none"> <li>• Off-The-Shelf Cables supplied by Vendor Partner</li> </ul>	2Q 'XX	SB
		<ul style="list-style-type: none"> <li>• Test Fixtures</li> </ul>	2Q 'XX	SB
2	Strategic	Mexico expansion and growth		AC
		Establish local product group foundation with monthly revenue of \$35K with 30% gross margin.		SB
4	Foundation	Establish 10 local foundation accounts with monthly average sales of between \$1,000 - \$5,000 by December	4Q 'XX	SB
		<ul style="list-style-type: none"> <li>• Secure 30 "working prospects"</li> </ul>	4Q 'XX	SB
		<ul style="list-style-type: none"> <li>• Establish marketing plan for balance of accounts</li> </ul>	4Q 'XX	SB
		<ul style="list-style-type: none"> <li>• Mail Outs - (Company Brochure)</li> </ul>	4Q 'XX	SB
		<ul style="list-style-type: none"> <li>• Follow-up to Mail Outs</li> </ul>	4Q 'XX	JR
		<ul style="list-style-type: none"> <li>• Newsletter</li> </ul>	4Q 'XX	SB/JR
5	Tactical	Upon building a successful foundation, expand sales coverage to additional cities.	4Q 'XX	SB
6	Strategic	Look for customers with large monthly volumes to establish financial resources to expand product group in major segment.	2Q 'XX	SB
7	Strategic	Look for customers with large monthly volumes to establish financial resources to expand product group in the industrial segment.	Ongoing	SB

## Revenue Goals & Commitments

COMMUNICATIONS GROUP							
SALES SUCCESS PLAN - 200X							
REVENUE GOALS							
Customers	Ind(s). Resp.	May 200X	June 200X	July 200X	August 200X	September 200X	October 200X
		\$ 46,614	\$ 47,114	\$ 71,093	\$ 94,333	\$ 55,515	\$ 96,000
Customer Name	AC	\$ 21,555	\$ 24,801	\$ 47,532	\$ 44,333	\$ 51,000	\$ 46,000
Customer Name	AC	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ 14,000	\$ 10,551	\$ 10,551	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ 3,762	\$ 3,762	\$ 3,010	\$ -	\$ 4,515	\$ -
Customer Name	SB	\$ 7,297	\$ 8,000	\$ 10,000	\$ 50,000	\$ -	\$ 50,000
REVENUE COMMITMENTS							
Customers	Ind(s). Resp.	May 200X	June 200X	July 200X	August 200X	September 200X	October 200X
		\$ 46,614	\$ 39,114	\$ 64,103	\$ 49,333	\$ 65,030	\$ 74,182
Customer Name	AC	\$ 21,555	\$ 24,801	\$ 47,532	\$ 44,333	\$ 51,000	\$ 46,000
Customer Name	AC	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 23,182
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ 14,000	\$ 10,551	\$ 10,551	\$ 5,000	\$ 5,000	\$ 5,000
Customer Name	SB	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Customer Name	SB	\$ 3,762	\$ 3,762	\$ 3,010	\$ -	\$ 4,515	\$ -
Customer Name	SB	\$ 7,297	\$ -	\$ 3,010	\$ -	\$ 4,515	\$ -

## Weekly Sales Energy Requirements

COMMUNICATIONS GROUP				
Sales-Success Plan – 20XX: Weekly Sales Energy Requirements				
Activity	Individual		Sales Leader	Group Total
	SB	AC		
E-mails	15	12	10	37
Telephone Calls	25	20	10	55
Customer Visits	5	10	5	20
Support Materials (Newsletters, Brochures, Letters, etc.)	10	5	0	15
Intra-Family Personal Contacts Sales Leader and Individual Salespersons	—	—	—	3

### Critical Benchmarks

Description of Benchmark	Benchmark Date	Success Milestone
1. Sales Energy Level	June 30	Exceeding Sales Energy Goals Confirmation
2. Market Acceptance	June 30	X Prospect Customers Moving to Working or 'Hot' Prospects
3. Sales Results Confirmation	August 31	\$ _____ of New Sales Revenues

## Action Plan

### COMMUNICATIONS GROUP SALES SUCCESS PLAN - 200X

#### ACTION ITEMS

Item #	Description of Action Item	Ind(s) Resp.	Date	
			Open	ETC
1	Develop sales plan for Mexico, local, and major accounts	SB/AC	10/1/0X	ONGOING
2	Define 30 working prospects - Sales/Mktg. Report	SB	10/1/0X	12/31/0X
3	Define the prospect base to create a marketing program - contact list in 2000	SB/JR	10/1/0X	12/31/0X
4	Newsletter to Major Customer Accounts	JR	10/1/0X	ONGOING
5	Establish 10 foundation accounts with monthly average sales of between \$1K - \$5K by December 2001	SB	10/1/0X	1/31/0X
6	Expand Customer, Mexico business to 100%, \$60,000.00 per month	AC	10/1/0X	3/31/0X
7	Develop Customer, Mexico business to \$25,000.00 per month	AC	10/1/0X	3/31/0X
8	Develop Customer, Mexico business to \$25,000.00 per month	AC	10/1/0X	3/31/0X
9	Develop Customer, Mexico business to \$25,000.00 per month	AC	10/1/0X	3/31/0X
10	Develop Customer, Mexico business to \$25,000.00 per month	AC	10/1/0X	3/31/0X
11	Develop Customer, Mexico business to \$25,000.00 per month	AC	10/1/0X	3/31/0X
12	Develop Customer, New Braunfels business to \$1,000,000.00 per month	SB	11/28/OX	1/31/0X
13	Contact salesperson to pursue Customer cable business	SB	11/28/OX	12/20/0X
14	Mexico sales trip once per month	AC	11/28/OX	ONGOING
15	Add local sales account manager April; dependent upon obtaining major account	AC/JB/ SB	11/28/OX	3/31/0X
16	Add Mexico sales account manager June; dependent upon obtaining second major account	AC/JB/ SB	11/28/OX	5/31/0X

## **Chapter 20: Analyzing and Reengineering the Sales-Success Plan**

Every professional entrepreneurial sales-success plan should have a self-determinable timeframe. Typically, short-term sales-success plans cover three (3) to six (6) months of “market time.”

**Market time is the clock that the sales team implements to achieve the entity's professional entrepreneurial sales-success plan.**

Periods of sales and marketing inactivity should not count against the program's timeframe, nor should they be tolerated, as they create a fog over the results of the plan's sales and revenue objectives.

In a typical lifecycle of a sales-success plan, there are four (4) separate and distinct analysis phases:

1. Analysis of the initial implementation of the professional entrepreneurial sales-success plan
2. Completion of a comparative analysis of the actual energy results achieved with the program's dedicated energy commitments at pre-determined time markers
3. The overall performance evaluation of the professional entrepreneurial sales-success plan as compared to pre-determined benchmarks and milestone markers
4. Analyzing the effects of any modifications to or the re-engineering of the sales-success plan

It is important for the company's Sales Leader to continually analyze and evaluate their sales-success plan. Equally important for the Professional Entrepreneur is to maintain a working knowledge of their market, evaluate and properly analyze changing market conditions, and determine these influences on their sales-success plan.

## **Chapter 21: Applying Entrepreneurial Instincts**

Sometimes a sales-success plan is like baking a cake. You mix all the right ingredients and bake the cake at the recommended temperature and time, but the cake still fails to rise. Sometimes entrepreneurial sales-success plans fail to rise to the occasion; if that happens, the best strategy is to bake another cake!

Once the sales-success plan is completed, the Sales Leader should step back and allow his or her entrepreneurial instincts and intuition to cast a positive and prevailing shadow over the program. Stepping back is essential because if the Sales Leader does not have complete confidence in the sales-success plan, modification or re-engineering is in order, regardless of what the facts suggest. It is too important to the success of the company to proceed with a sales-success plan that is not in sync with the instincts of the Sales Leader. Corrections must be made before the implementation of the sales-success plan, or during the success plan's implementation phase.

Sales Leaders need to step back from the plan and carefully absorb its well-orchestrated elements while allowing their entrepreneurial instincts to digest. They should immediately get a warm, comfortable feeling in their gut this is the indicator that the plan is “baked” just right.

If the Sales Leader can’t trust their entrepreneurial instincts, they certainly can’t trust their sales-success plan.

**The combination of professional talents and abilities welded together with entrepreneurial instincts provides the highest sales-success levels.**

**Professional planning and business analysis combined with entrepreneurial instincts forms this solid union and supports the entrepreneurial entity’s sales-success plan.**

## Appendix



## **Appendix A. Course Test: Types of Basic Entrepreneurial Selling and Marketing**

- Fifteen True or False Questions
- Ten Multiple Choice or Completion Questions
- Three Short Essay Questions
- Extra Credit: A Personal Anecdote or Entrepreneurial Story Specifically Related to these Course Materials (Types of Basic Entrepreneurial Selling and Marketing)

## True or False Questions

Name: \_\_\_\_\_ Date: \_\_\_\_\_

1. The number of distinct phases in a typical lifecycle of a professional entrepreneurial sales-success plan is four.  
(TRUE or FALSE)
2. “If I build it, they will come and buy it” is a top ten (10) reason Entrepreneurial Leaders don’t proactively participate in selling.  
(TRUE or FALSE)
3. If the group’s revenue commitment does not generate the margins necessary to cover the group’s basic overhead expenses, then a more basic and fundamental discussion about the entity’s business structure must immediately occur.  
(TRUE or FALSE)
4. The Individual Sales-success Mental Matrix meets at the junction of individual dedication and the plan to succeed.  
(TRUE or FALSE)
5. Revenue goals should be established with maximum restrictions.  
(TRUE or FALSE)
6. It takes the rigor of repeatability to have a successful professional entrepreneurial sales-success program.  
(TRUE or FALSE)
7. The mental side of a professional entrepreneurial sales-success plan is an attempt to establish the “can-do” attitude, the commitment, and the energy to be sales-successful.  
(TRUE or FALSE)
8. The ability to articulate a well-defined, accessible, relevant market does not provide the focus for an entity’s sales energy.  
(TRUE or FALSE)
9. Essentially, “sales” is defined as the composite and sum of all sales resources necessary to meet or exceed the established sales or revenue commitments within a prescribed amount of time.  
(TRUE or FALSE)
10. The individual discipline of continuous commitment validates the professional entrepreneurial sales-success plan.  
(TRUE or FALSE)

11. Sales-success in professional entrepreneurial companies should be a weekly conscious decision by the Professional Entrepreneurial Sales Leader.  
(TRUE or FALSE)
12. The final step in developing the fundamental structuring of a successful professional entrepreneurial sales-success plan is to confirm the acceptability of the group's revenue commitment.  
(TRUE or FALSE)
13. In a professional entrepreneurial sales-success plan, it is necessary to establish a stated time interval for achieving the entity's sales goals.  
(TRUE or FALSE)
14. The mental side of a successful professional entrepreneurial sales-success plan is an attempt to establish the big-picture, "can-do" attitude and commitment to be successful.  
(TRUE or FALSE)
15. In order to be a successful-sales-success program, the sales or revenue commitments must achieve the financial requirements necessary to sustain the entity's financial foundation.  
(TRUE or FALSE)

## Multiple Choice or Completion Questions

Name: \_\_\_\_\_ Date: \_\_\_\_\_

1. In the equation  $SS = E/T$ : SS stands for \_\_\_\_\_ and E/T stands for \_\_\_\_\_ / A Defined Period of Time.
2. A typical lifecycle of a professional entrepreneurial sales-success plan includes one of the following:
  - a. Development and implementation of the initial sales-success plan
  - b. A review of the professional entrepreneurial business plan
  - c. Both of the above
  - d. Neither of the above
3. Which of the following is not one of the basic components of a professional entrepreneurial sales-success plan?
  - a. Developing the sales energy requirements necessary to achieve sales success
  - b. Establishing the major criteria necessary to meet the entity's primary objectives
  - c. Establishing the entity's revenue goals and revenue commitments
  - d. Reviewing the entity's Employee Handbook
  - e. All of the above statements
  - f. None of the above statements
4. Developing the entity's sales energy requirements to achieve sales-success primarily includes:
  - a. Telephone calls
  - b. Mail-outs
  - c. Customer Sales Visits
  - d. None of the above
  - e. All of the above
5. In the Individual Sales-Success Mental Matrix, the junction of Not Dedicated and Didn't Develop a Plan to Succeed results in \_\_\_\_\_.
6. Revenue commitments blend the due diligence of market research and \_\_\_\_\_ with the responsibility of validating the company's \_\_\_\_\_, where the commitment relates to the company's mission and is defined as the viability, longevity, and future growth of the entity.

7. The two (2) elements that provide complete validation to a professional entrepreneurial sales-success plan are:
  - a. Trust and Respect
  - b. Discipline and Rigor
  - c. Knowledge and Wealth
  - d. None of the above
8. According to the author, \_\_\_\_\_ is the Professional Entrepreneur's most valuable resource.
9. Which one of the following questions is a true statement about assessing the sales energy requirements of the professional entrepreneurial sales-success plan?
  - a. Will the sales team be able to achieve the weekly sales energy requirements over an extended period of time?
  - b. Is the market growing in geographical size?
  - c. Is the sales team dressed correctly?
  - d. None of the above
  - e. All of the above
10. Professional entrepreneurial salesmanship is about individual
  - a. Commitment to cause
  - b. Intentionality to plan
  - c. TEAM
  - d. All of the above
  - e. None of the above

## **Short Essay Questions**

Name: \_\_\_\_\_ Date: \_\_\_\_\_

1. Two-part question.

a. Define the basic components of a professional entrepreneurial sales-success plan.

b. What will it take mentally to focus your pro-active sales energy into a daily dedication of your sales-success commitment? (If you are not the entity's Sales Leader, pretend you are.)

2. Describe sales energy and its role in achieving professional entrepreneurial sales-success.

3. In your own words, describe and define this comment:

The combination of the discipline of continuous commitment combined with the rigors of repeatability completes the validation of the professional entrepreneurial sales-success plan.

## Appendix B. Professional Entrepreneurship Modules

### **Fifteen areas of entrepreneur business understandings:**

- A. Fundamental Entrepreneurship** – Discussions of the fundamental and philosophical sides to becoming an entrepreneur.
- B. Basic Sales and Marketing** – Describes special sales and marketing programs for start-up and growing companies.
- C. Fundamental Accounting and Financial Controls** – Covers the three (3) Financial Programs necessary to manage and fundamentally financially control a growing company.
- D. Manufacturing Management and Controls** – Details the basic manufacturing controls, as well as, provides the fundamental framework for managing a strong manufacturing operation.
- E. E-Business Development** – A series of programs on managing growing companies and the tools used in managing potentially explosive growth.
- F. Entrepreneurial Leadership** – Describes the necessity for all forms of leadership in entrepreneurial company management. Details the importance of entrepreneurial vision.
- G. Entrepreneurial Coaching** – A series of programs on training successful entrepreneurs on how to put more into the role of being an entrepreneurial coach.
- H. Entrepreneurial Company Culture** – Programs describing the importance of a company's culture and the employee empowerment programs in the 21st Century Business Management concepts.
- I. Just Entrepreneurial** – Innovative ideas and business concepts on the outer edge of Entrepreneurial programming.
- J. Entrepreneurial Global Thinking** – A look at entrepreneurs in an increasingly competitive global economy and environment.
- K. Entrepreneurship In the 21st Business Century** – An exploration of the role of entrepreneurial characteristics such as speed, flexibility and creativity in the 21st Business Century.
- L. Bidding and Estimating** – The Fundamentals of the technical support role played by the communication process of exchanging goods and services for compensation and customer satisfaction.
- M. Quality as a Company Culture** – A series of programs detailing the fundamentals of quality for a growing company and the importance of quality as the fabric of a company's culture.
- N. Entrepreneurial Partnering Disaster Recovery Program** – Stories and details of past Entrepreneurial business disasters, and suggestions for turning disasters into futures with solid foundations, and significant upside potential. It's never over until you quit.
- O. Entrepreneurial Business Decision-Making** – Studies the entrepreneurial philosophies regarding how to make quick, decisive, sound entrepreneurial decisions.

## **Appendix C. Related Entrepreneur Institute Materials**

### **Modules, Books, Manuals, and Materials**

The purpose of the TyRex Entrepreneurial Institute (TEi) and Professional Entrepreneur business educational program is to provide prospective aspiring entrepreneurs with a comprehensive and detailed development outline that they will be required to know in order to progress as a successful Professional Entrepreneur® Business Manager.

The StreetSmartMBA® modules are not intended to be an “all-inclusive” entrepreneurial business education program. Its purpose is to provide a comprehensive initial understanding and framework for understanding the Professional Entrepreneurial 3P’s:

- Philosophies
- Principles
- Practices

It is also intended to provide students an understanding of the necessary basic business knowledge to manage and control a growing successful entrepreneurial business. Students engaged in the program are encouraged to receive training and support from multiple sources:

- The TyRex Entrepreneurial Institute (TEi) with,
- On-the-Job Entrepreneurial Training and
- Individual Support From Experienced Entrepreneurial Coaches
- Professional Entrepreneur Education Programming
- StreetSmartMBA® Modules

The Professional Entrepreneur business educational program is a complete and comprehensive professional entrepreneurial development program for competing in the 21st Business Century. It is a three to five year classroom educational program combined with on-the-job training. This classroom education program is most effective in conjunction with on-the-job training with coaching and mentoring by dedicated experienced, successful entrepreneurial coaches who are deeply committed (not just involved) to the aspiring entrepreneur’s success.

## Appendix D: What You Have Learned About TyRex Truths

Name: \_\_\_\_\_

Date: \_\_\_\_\_

The following are the TyRex Truths, or TEi Professional Entrepreneurial teaching points for *Defining Professional Entrepreneur Sales-Success*, B-15.

Truths	Indicate understanding 1-5 (5 highest)
I understand how the Professional Entrepreneur must individualize and personalize their sales energy commitments in order to achieve the entrepreneur entity's sales-success.	
I learned why my individual and team sales action responsibilities are key to sales-success	
I now understand the difference between a company sales manager and a Professional Entrepreneur.	
I learned what a sales-success plan is, its components and how to define and create one.	
I learned the difference between a dysfunctional sales plan, and a sales-success plan.	
I learned what sales-success energy is, and the importance of defining it by individual and sales team for sales-success.	
I learned the individual commitment required for sales-success.	
I learned how to develop the confidence necessary to become the entrepreneur entity's Sales Leader.	

TEi is always looking for ways to improve and provide better materials for its aspiring Professional Entrepreneurs. Please provide us with your feedback. Email this page to [info@tyrexlearningfoundation.com](mailto:info@tyrexlearningfoundation.com)

## TyRex, A Professional Entrepreneurial Technology Family of Companies

TyRex provides the high-tech market with quality products and services. The TyRex Technology Family of Companies is comprised of:

TyRex Entities	TyRex Associates
<ul style="list-style-type: none"><li>• Megladon Manufacturing Group, Ltd.</li><li>• iRex Group, Ltd.</li><li>• Arctos Assembly Group, Ltd.</li><li>• SabeRex Group, Ltd.</li><li>• Austin Reliability Lab (ARL)</li><li>• SaberData, Ltd.</li><li>• Digital Light Innovations (DLi)</li><li>• TekRex</li></ul>	<ul style="list-style-type: none"><li>• TyRex Learning Foundation</li><li>• RightStuff Marketplace, LLC</li><li>• RF Scientific, Ltd.</li><li>• tri/REX</li><li>• Crypto Prospectors</li></ul>

Each one of the TyRex companies has carved out a niche in the high-tech, electronics, or additive manufacturing markets in order to provide quality products and services that hopefully exceed their worldwide customer expectations.

### Company's Educational Development History

TyRex opened its doors on January 1, 1995 as a premier copper cable manufacturer. The company has migrated into many different areas that serve the high-tech and electronics markets. From original design and product manufacturing, logistics and supply chain management, contract manufacturing, to advanced levels of software security development, product testing, additive manufacturing, and digital state-of-the-art marketing. The TyRex Technology Family is involved in six types of light and five special technologies.

The TyRex Technology Family of Companies has developed into a multi-faceted company serving a growing list of clients worldwide. TyRex's professional entrepreneurial spirit is derived from its **TyRex Learning Foundation** featuring the **TyRex Entrepreneurial Institute (TEi) StreetSmart MBA®** education materials and **Professional Entrepreneur** business development programing that promotes the entrepreneurial exploration and education of individuals who aspire to be Professional Entrepreneurs.

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### TyRex Entrepreneur Institute (TEi)

What makes the TyRex Entrepreneur Institute distinctively unique is that each TyRex business entity serves as the real world laboratory for TEi. In the TEi classroom and in connection with the StreetSmart MBA entrepreneur business materials, we continue to source and test new theories of entrepreneurial business to share with our Professional Entrepreneur students and followers.