



Building a Winning Sales Team The **MONEYBALL** Way



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Building A Winning Sales Team – The MONEYBALL Way

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Moneyball – Is the 2011 film based on the Oakland Athletics baseball team’s 2002 season and their attempt to assemble a competitive team.

Faced with the franchise’s limited budget for players, the Oakland Athletics build a team of undervalued talent by taking a unique and sophisticated approach towards scouting and analyzing players.

“There is an epidemic failure within the game of baseball to understand what is really happening. And this leads people who run Major League Baseball teams to misjudge their players and mismanage their teams.

“People who run ball clubs think in terms of buying players. Your goal shouldn’t be to buy players. Your goal should be to buy wins. And in order to buy wins, you need to buy runs.” - Peter Brand, Oakland Athletics

Taking it one step further, in order to buy runs, they have to buy hits & walks to *“get on base.”*

Comparatively, there is an epidemic failure today within the corporate game of sales as well. This often leads those who manage organizations to misjudge their salespeople and mismanage their sales teams.

For example, Executives who run companies often think in terms of hiring salespeople. Perhaps the goal shouldn’t be to hire salespeople; the goal should be to buy sales, and in order to buy sales, they need to buy meetings, and in order to buy meetings they need to make initial contact.



Many organizations operate with a very small training budget similar to the story in **Moneyball**. The strategy is to hire experienced salespeople or those who have supposedly been trained by their previous employer. The reality however is that many salespeople have not been trained effectively by their previous employer unfortunately and the belief that “experienced” means “fundamentally sound” is often inaccurate. Furthermore, inexperienced salespeople are often trained on product knowledge only, with little to no focus on skillset development such as **how to make initial contact**.

When companies hire salespeople and then choose not to invest in key skillset development, this leads to an imperfect understanding of where their sales actually come from.

For example; the way that many salespeople prospect for new business today is by implementing BTN+L: *“By-The-Numbers + Luck.”* Unfortunately, it’s really all they know.

As we say when facilitating SOAR Selling 2.0: *“This is a desperation formula.”* Salespeople make numerous phone calls and send a multitude of emails that ultimately result in minimal contact made or replies received. It’s a brutal methodology and a failing system causing salespeople to quit or resort to unethical strategies, because they simply don’t see results.

Essentially, they are working really hard...at doing it the wrong way.

So, how do you build a winning sales team with a limited budget for sales training, applying the **Moneyball** philosophy? **SOAR Selling is your answer.**

When your salespeople make better strategic contact with a key Decision Maker, the result is an increase in scheduled meetings (*“get on base”*). Pipeline opportunities are generated (*“runs”*) and your organization ultimately closes more deals (*“wins”*), thus gaining new market share and experiencing an overall **S**urge **O**f **A**ccelerating **R**evenue.

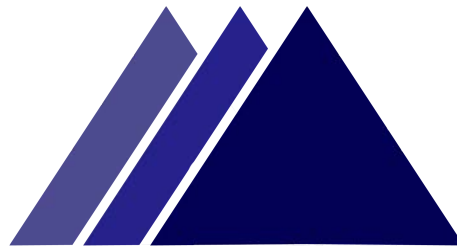
It’s pretty simple: when operating with a limited “training” budget, remember – a calendar full of scheduled meetings with key Decision Makers is the answer to most issues faced by a sales team.



Paul is the Managing Partner of Everest Performance Group Ltd. He works with a wide range of clients helping them increase their profitable revenue, gain new market share and develop their current and future sales leaders.

He lives in Toronto with his wife and their two children.

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