



"I've never met someone who positions a sales person for success more effectively than Lee Salz."

- Andy Macdonald, Chief Operating Officer, CoreLogic

# The Sales Marriage™

An educational and inspiring presentation for building high performance sales teams



Every business executive and sales leader shares the same dream. "Hire a rainmaker, put my feet on the desk and let the revenue roll in!" Rarely does this dream come true. Yet, time after time, sales people are hired with executives' fingers crossed - hoping that this time the plan will work. While this approach is prevalent in sales organizations, it leads to costly mistakes with a best case scenario being underperformance, but more commonly results in a revolving door for your sales team.

Sales management strategist and award-winning author, Lee B. Salz, helps companies build high performance sales teams using his *Sales Marriage*™ strategy. Based on the principle that great sales people don't exist - as greatness is not a standalone quality, Lee guides you through the step-by-step process of selecting the right sales people for your team, onboarding them effectively into the role and aligning their activities with the needs of the business. By the end of this presentation, you will never "hire" a sales person again!

**"Companies don't hire sales people. They make an investment in revenue!"**

- Why great sales people don't exist...and what you should look for instead
- A tool every company should have BEFORE evaluating sales talent
- 10 keys to establishing long-term, mutually beneficial sales marriages™
- 3 words that will help you develop an onboarding program that gets your new sales people up to speed quickly and effectively
- How sales people WANT to be managed...and how they SHOULD be managed
- Why "you're only as good as your last sale" is shortsighted when designing your sales compensation plan
- A unique model that guarantees you get sales compensation right every time

**"Stop searching for GREAT sales people!  
Find the RIGHT sales people who can be great  
on your sales team."™ - Lee B. Salz**

**Lee B. Salz** is a dynamic speaker and leading sales management strategist. As Founder and President of Sales Architects, he specializes in helping companies hire the right sales people, onboard them effectively and efficiently and align their sales activities with the objectives of the business. In his award-winning, widely-acclaimed book, *Soar Despite Your Dodo Sales Manager* (WBusiness Books 2007), Lee provides sales people with the tools they need to thrive when the company has not provided them. In his latest book, *Business Expert Guide to Small Business Success* (Business Expert Publishing, 2010), he shares his sales compensation plan design strategies.

Recognized as a sales management thought leader, Lee is a featured columnist with *SalesforceXP* magazine and the host of *The Sales Management Minute*. His articles have been published on hundreds of web sites and print magazines around the world. Lee is frequently interviewed and quoted by the media including the *Wall Street Journal*, *New York Times*, *Dallas Morning News*, *Selling Power* magazine, *ABC News* and *MSNBC*.

*"Lee was instrumental in helping us develop a detailed profile for our ideal salesperson, invaluable as we interview new candidates. In addition, his process for developing onboarding programs is world-class. With these two items in place, we feel very confident we will both find and help a new salesperson succeed quickly."*

- Mike Moroz, President, Archway Marketing

*"By implementing Lee's sales management strategies, our sales staff increased new season ticket sales by 65% over last season. This was accomplished with the same sales team as last season. What was different was our approach to sales management. Lee provides practical solutions for increasing sales."*

- Susan Savage, CEO and Majority Owner, Sacramento River Cats

**TO SCHEDULE YOUR  
Sales Marriage™ presentation**

**Phone: 763.416.4321  
Email: lsalz@SalesArchitects.net  
Web: SalesArchitects.net**