

CRACKERJACK SALES & LEADERSHIP TIPS

21 tips to increase sales and profits

SELLING

1. Be unique — from reception to voice mail.
2. Never make a call without a purpose.
3. Ask questions and listen.
4. Selling is the transfer of trust.
5. Never quote price until you establish value.
6. Goals not in writing are dreams.
7. People like to buy, not be sold. Help them buy.
8. Trust trumps price all day long.
9. Things that get measured get done.
10. The best sales people are canned. Don't wing it.
11. Model the masters. Learn from the best.
12. People are different. Sell accordingly.
13. We are what we think we are. Raise the bar!

LEADERSHIP

14. Successful cultures need to be intentionally managed.
15. Hire slowly. Fire quickly.
16. Implement minimum standards of performance.
17. Recruiting is a process, not an event.
18. Start new hires with a celebration.
19. Recognition "systems" are a must.
20. Coach on the field, not in the locker room.
21. Sales leaders grow salespeople; Salespeople grow sales.



jackDALY TOP 24 READING LIST

1. **SCALING UP** Verne Harnish
2. **EXPONENTIAL ORGANIZATIONS** Salim Ismail
3. **GOOD TO GREAT** Jim Collins
4. **GREAT BY CHOICE** Jim Collins, Morten T. Hansen
5. **STEVE JOBS** Walter Isaacson
6. **START WITH WHY** Simon Sinek
7. **ENDURANCE: SHACKLETON'S INCREDIBLE VOYAGE** Alfred Lansing
8. **HYPERSALES GROWTH** Jack Daly
9. **GETTING NAKED** Patrick Lencioni
10. **GO GIVER** Bob Burg, John David Mann
11. **THE CHALLENGER SALE** Matthew Dixon
12. **THE EMYTH REVISITED** Michael E. Gerber
13. **DOUBLE DOUBLE** Cameron Herold
14. **THE SMALL BIG** Steve Martin
15. **DRIVE** Daniel H. Pink
16. **DELIVERING HAPPINESS** Tony Hsieh
17. **NUTS** Kevin Freiberg, Jackie Freiberg
18. **MANAGING BY STORYING AROUND** David M. Armstrong
19. **CREATING COMPETITIVE ADVANTAGE**
Jaynie L. Smith, William G. Flanagan
20. **LEAN IN** Sheryl Sandberg
21. **THE PLATINUM RULE** Tony Alessandra, Michael J. O'Connor
22. **PAPER NAPKIN WISDOM**, Govindh Jayaraman & Jack Daly
23. **SHOE DOG** Phil Knight
24. **THE SALES PLAYBOOK** Jack Daly and Dan Larson