

Ken Cheo's



**9-Minute
Crash-Course
for CEOs with Sales Teams**



Rock Stars **or** **Garage Band?**



**Do you have Rock Stars
on your sales team?**

**With rock solid selling systems?
Or is your team just showing up
and hoping for the best?**



Ken Cheo has a question for you:

**Why settle for mediocrity
when you can have top
performers?**

No one hires salesperson expecting poor performance, yet business owners accept lackluster results from their sales team.

Managers usually think they hired the wrong person, yet they make only minor changes to their processes of recruiting, hiring and on-boarding processes to find the right person.

You might have mistakenly invested in the least productive direction for your sales force. Easily corrected!

Learn the 2 models of sales teams: RockStars and Garage Bands. So you can see the distinct signs of your own team and retool for greater success.

This 9-Minute Crash Course will introduce you to the single KEY INSIGHT that transforms the usual struggle for growing sales consistently into a powerful sales and recruiting and team management approach in your business.



BY NITSAN GAIBEL

**9-Minute
CRASH Course
For CEOs with Sales Teams**

ROCKSTARS OR GARAGE BAND?

- *Do you have RockStars on your sales team?*
- *With Rock Solid selling systems?*
- *Or is your team just showing up and hoping for the best?*

By Ken Cheo, “The Sales Maestro”

with Nitsan Gaibel

You hold in your hands a rare opportunity
to WOW your mind
and train yourself in 9 minutes
to make a breakthrough
in your business
through this crash-course.



is an extraordinary process
for business owners and professionals
that formulates your personal insight
in just a few hours of your time
into a compelling, concise experience
that you can share *powerfully*
with others

To create a *WOW-Book* for yourself
Contact Nitsan Gaibel: 781-367-0770
www.WOW-Books.com

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Are you deliberately ignoring your results?

Why you should study this 9-minute course and apply it immediately

Because there is something you don't see that's preventing you from reaching your full sales potential.

It's stressing you out, spoiling your fun as CEO.

For less effort, you can boost your sales and have fun doing it.

Everything you need to know is *right here* in this crash course.

I just met Rusty, CEO with a sales team

***He is a great guy, very personable.
So we talked.***

Rusty: I'm upset. My sales are stuck in the mud.

Me: How so?

Rusty: I did everything *right*.

I interviewed every one of my sales people. I got people with experience and drive. And still we fail to meet our sales goals. Month after month. . . .

I'm fed up and I don't know what to do!

Me: Let's meet your sales team and explore this.

He tries to look proud and cover up...but his frustration is busting out of him

Rusty: Meet my sales team: Al, Bob, Carol, Dirk, and Ellen.

Me: Hi. Great to meet you. Do you know why sales are flat?

Al: It's the economy.

Bob: Summer is always slow.

Carol: It takes a while to build up contacts.

Dirk: I don't think our sales are flat.

Ellen: I don't know.

Me: Thanks for sharing. Rusty and I are going to discuss your feedback now.

(The sales team leaves the room.)

It's obvious

Me: So what do you say, Rusty?

Rusty: It's obvious that our team isn't delivering results. Yet nobody knows why or how to correct it.

Me: Right. So let's set up a time to continue this conversation tomorrow.

Rusty: Please let's not cut it short. Your body language is shouting to me that you see something I don't. I need to find a solution. Can we talk over dinner? I want to continue talking with you.

Me: Sure. Let's go.

Our process of selection

(They sit down for dinner at a café.)

Me: Do you think they can do better?

Rusty: That's what keeps me up at night.

Me: How did you choose them?

Rusty: Every one was different:

- Al I knew from when we worked together at a different company.
- Bob is my wife's cousin. She recommended him.
- Carol answered our LinkedIn posting.
- Dirk just knocked on the door and said he would bring rain.
- Ellen was referred to us by one of my clients.

Why do you ask?

Me: Did you interview them?

Rusty: Of course. I think our process is very demanding.

Me: How?

Rusty: I look them over and they have to impress the hell out of me.

Me: How has that worked out for you?

Rusty: My results are all over the map.

Gotta do something

Me: What are going to do now, Rusty?

Rusty: I'll have to fire Al and hire someone else.

Me: What's the logic?

Rusty: His attitude is infecting the rest of the team. And I have to find someone better as a replacement.

Me: Ok. So how will you do that?

Rusty: I'll just hire the same way I always do.

Me: Right, and how do you know it will be different this time?

Rusty: Well I gotta do something, don't I? Maybe if I hire more sales people I can kick up my numbers.

Me: But if you do the same thing as you did before, why do expect any improvement?

Rusty: I think I know what the problem is with Al and I won't hire any people like him.

Doesn't every sales team go through this cycle?

Me: How many times have you gone through this cycle, Rusty?

Rusty: Cycle? What do you mean?

Me: Do you do this every half year? Every year?

Rusty: Hiring and firing? Of course I do it as I need to. Doesn't every CEO?

Me: Right, but I want you to look at the last 3 years. Haven't you been doing this over and over, with flat sales-- maybe you get an odd few good months-- but overall flat results? And you keep hiring one and firing one. Or hiring a few more and hoping that will kick up your numbers. Am I wrong?

Rusty: No.

Listen to the music

Me: I'm finished eating. Let's go for a walk. I don't want to leave you stuck and frustrated.

Rusty: Sure. And while we walk, you'll tell me a better way.

Me: Of course I will.

Rusty: STOP! Hey, can you hear it? There's a rock band playing down the street. A free street concert. I love hearing them out in the open.

Me: Me too. Music is one of my passions. They're playing Led Zeppelin.

Rusty: Let's go!

Ouch!

Me: Whattaya think?

Rusty: I know they're just kids, but its painning my ears to listen to them.

Me: Ouch!

What's so bad?

Rusty: I don't want to be unkind, but that drummer is off-beat. I was a drummer in my high school band. This guy can't keep a rhythm.

Me: I like his shocking pink t-shirt.

Rusty: And the bass guitar doesn't understand chord progressions. Playing a simple bass is not complicated.

Me: Ok, so who there is doing a good job?

Rusty: I think the organist is missing a few fingers. Every other note is a fumble.

Me: I don't think you like them. Let's leave.

Rusty: I don't believe it! Did you hear that riff? The lead guitar just massacred Jimmy Page. Have mercy!

Me: Frontman is playing well with the audience, don't you think?

Rusty: Yeah, the frontman had some sexy moves. I don't know how he got himself such a collection of goof-balls.

Me: The audience seems happy.

Rusty: Mindless teenagers! They came to hang out. What do they know about music? Let's move. If I listen to this any more I'll have a heart attack!

Garage Band

Me: They really pushed your buttons. They're just kids having fun.

Rusty: Not for me. When I was a teenager, playing rock music was everything. It was as serious to me as ...sending a man to the moon. I lived rock music. I didn't care about my grades in school. All I wanted was to whack my sticks on those skins. I'd love to go back and be sixteen!

Me: Yeah, deep down every kid wants to be in a rock band and make music.

Rusty: Please! Don't call that music. They're a garage band! They make noise! They take up space and disturb the neighbors! They're barely a garage band.

“Good”

Me: You know a lot about rock bands don't you?

Rusty: Yes I do.

Me: So if you were the manager of that band, what would you do to make them really good?

Rusty: Good? If I were in that band I wouldn't allow the word “good” to be said by anyone. How about “great?”

Me: I like your approach.

Rusty: When you join my band you don't talk about “good.” You aren't joining a garage band, dude, you're joining MY band.

Me: Go on.

Rusty: We only accept Rock Stars in my band.

STOP!

Me: How do you choose a RockStar? How do you know who is a RockStar?

*(rusty stops and faces me...
he steps closer, looks me in the eyes,
and looks me over...*

he relaxes and we continue walking together...)

RockStars

Rusty: RockStars are born.

Me: So how do you find them?

Rusty: You put the word out in the grapevine that you're looking for a RockStar.

Me: And then?

Rusty: And then have them play for you. They have to know every riff that was ever played from Chuck Berry to Jimmy Hendrix.

Me: And then?

Rusty: Then they have to play with me and I run through every challenge known to man. I check their improv, their fingering skill, their rhythm, their eye contact, their willingness to fit in, their guts to push into the lead, their imagination, and their joy of rock.

Me: And if they pass that test?

Rusty: That's just the beginning. They have to come to rehearsals. On time. If they mess up and act sloppy—they're out in a snap.

Me: Let's say they pass that test?

Rusty: That's just the minimum. I keep a chart on everyone playing in the band. I want to see good days and bad days. I mark it all in color so I can get a clear temperature about these dudes.

Me: How long do you track them?

Rusty: Forever. As long as they play in my band.



Burning inside

Me: But let's say they're not yet in your band. You're still considering them. You're testing them. What's next?

Rusty: They have to prove to me that they are a natural. RockStars are born. You can't put it into them if it isn't there already. I mean it must be BURNING inside them.

Me: How do you know if it is?

Rusty: I watch them over time. I give them three months. If they walk around with a guitar wherever they go... or they're drumming with their fingers whenever they're walking...or they're fingering a keyboard when they're sitting at a table—those are good signs. But not enough.

Me: Man! You are pushing it. Can anyone be good enough for you?

Rusty: Don't use that word "good" again in my presence.

Me: Sorry.

RockStars are born

Rusty: RockStars are born. They can't help themselves. They have to play music. And if they wanna play in my band they gotta fit into my music.

Me: So?

Rusty: We play together every day. I demonstrate my music. They gotta love it. They need to be able to play it the way I need it to be played. And I check them on every one of my songs. For weeks.

Me: And if they pass?

Rusty: If they make it to that point, they are really good. I'll try out twenty rockers to get one to that point. BUT—if they prove they are born to rock...I let them ROCK!

Me: What do you mean?

Rusty: I don't hold them down to be backup, you know, those faceless people you see in concerts that play in the background.

Me: Yes, I've seen them.

Rusty: Once I find a rocker, I let them rock. I don't hold them back. I want them *to lead*, to play out, and surprise me every gig.

Every single one

Me: It seems impossible to get into your band. Do you ever lack for players?

Rusty: I don't need many players. But every single one is a RockStar!

But that's not all...

Me: But once you find them then you're all set, right?

Rusty: No—then my problems have just begun

Me: How so?

Rusty: Well once you have those rockers—they can go all over the place.

Me: What do you mean?

Rusty: They can spend their whole day just playing and jamming and laughing and arguing. Or listening to music. You have to set them up. You have to direct them.

Me: I don't understand. Isn't it enough just to play music together?

Direct them

He stops and looks at me again.

Rusty: You don't get it do you?
RockStars aren't just pothead musicians playing music to the moon. Or to their dog.
RockStars must have gigs. They LIVE for that gig!

Me: Doesn't that just come naturally? When you're that good, don't the gigs just come to you?

Rusty: I wish. It takes planning and management. I have to direct them. I have to work with the studio producer to refine their sound. I work with a promoter to refine their image. We don't perform in every city. A lot of thought goes into exactly where to perform, which songs, how to advertise.

Me: I never knew.

Rusty: Yes. And if I do all my preparation and direction—the band can be free onstage to improvise and play full out. But that only works if I've set the stage. If I didn't direct these guys we might never get gigs. We might never finish anything. They'd just play music all day. We wouldn't record songs, make albums, perform, go on tour.

Me: I Suppose every band needs a manager.

Rusty: Exactly. Even the RockStars. Especially the RockStars.

RockStars or Garage Band?

(We reach the parking lot where our cars are parked.)

Me: Thanks so much for teaching me about how to choose RockStars. How to create a great band.

Rusty: I really enjoyed answering your questions. Hey! You promised to help me with my sales team! Remember? My sales are flat...

Me: I haven't forgotten. We'll meet tomorrow. For now I leave you with one question:

Rusty: Yes?

Me: RockStars or Garage Band?

Perfect



Rusty: I couldn't sleep all night.

Me: Worrying about flat sales?

Rusty: NO! Isn't that funny? Usually that's what keeps me up. But last night I dreamt I was sixteen again. Playing in my band. I was so hot I threw off the covers.

Me: Perfect. Stay in that dream.

Rusty: What?

Me: If you'll manage your sales team like you managed your rockband—you'll rock the charts. Your sales will climb.

Rusty: Keep talking brother.

Me: Let's do this in clear steps.

Rusty: Lead me.

STEP ONE:

Choose how you'll manage your team

1

Me:

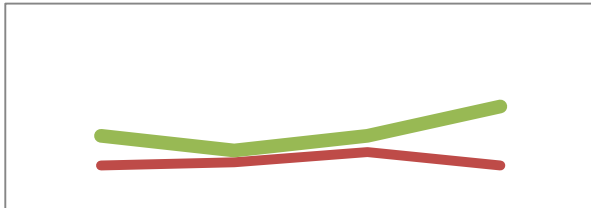
***STEP ONE... Choose how you'll
manage your sales team:
RockStars or Garage Band?***

Rusty:

RockStars! For sure! Rock on!

STEP TWO:

Look at your sales chart



2

Me:

STEP TWO: Look at your sales for the last three months. Is it up? Yes or no?

Rusty: It's flat. Not up.

Me: Is it going up?

Rusty: No.

Me: Any answer except "Yes, it's up!" means you chose Garage Band.

"No" means you chose Garage Band.

Rusty: But you just asked me and I told you: I choose RockStars, not Garage Band.

Me: Are your sales going up?

Rusty: No.

Me: Then you chose Garage Band.

Rusty: I don't get it.

Me: You will.

STEP THREE:

Answer seven questions

A large, stylized blue number '3' is positioned on the left side of the page, serving as a visual indicator for the third step.

Me:

STEP THREE...

***Answer my seven questions
in a QUICK TEST:***

- 1- Did you identify specific markets to address when you decided to hire a new salesperson?
- 2- What multiple channel strategy did you employ to find one?
- 3- Did your selection process include these three steps: initial screen, interview process and pre-established testing (DISC, etc.)?
- 4- Did you ignore any unfavorable results and allow them to be accepted?
- 5- Did you develop a marketing strategy and prospecting plan with the candidates as soon as you hired them?
- 6- Did you set a three month revenue goal for each new hire?
- 7- Did you monitor their success weekly in achieving the goals you set and make adjustments?

Did you answer no to any of these questions?

- If you answered no to any one of these questions: you chose the Garage Band System.
- If you answered yes to all 7 : you chose the RockStars System.

System?

Rusty: Why do you call them a “System?”

Me: A System is just a sequence of actions. Think back on what actions you took to hire and manage your sales team. That’s the Garage Band System. Because it produces flat sales. Just like a garage band produces flat music. Off-key, off-beat.

Rusty: I don’t get it.

Me: The garage band plays awful music because they hire the wrong people. They hire the wrong people because the sequence of actions they take to choose players is haphazard and blind, without clear requirements and tests to find exact characters and skills. And then once the players join the band there is no energizing framework to direct them and support their constant creativity.

Rusty: Exactly.

Me: Just list actions you took to create a band of RockStars and translate them into actions you take to manage your sales team. Then you’ll be applying the RockStars System.

Rusty: Cool.

STEP FOUR:

Discover which System you *really* chose

A large, bold, blue number 4 is positioned on the left side of the page, below the main title. It is a simple, sans-serif font with a slight shadow effect.

Me:

STEP FOUR: Now you know what system you really chose. You chose the Garage Band System for your sales team.

Rusty: Remind me how I know that?

Me: Go back to step two: look at your sales for the last 3 months. Is it up? Yes or no?

Rusty: Right, right. They were flat, not up.

Me: Then review the seven questions: did you answer yes to all 7

Rusty: Not even one.

Me: So you have now two definitive proofs that you chose the Garage Band System.

Rusty: That hurts.

Me: No! That's great! Now you're in *STEP FOUR*: Learn what behavior defines each sales System.

Rusty: How do I do that?

Me: I've prepared you my complete guide. All you have to do is study it and learn the two Systems. Will you do that?

Rusty: Show me.

The Garage Band System for generating flat sales and frustrated CEOs



Activity	Result
You decide to hire a salesperson.	You finally decide to take the risk because you can't keep going with flat sales.
You put together a conservative compensation program designed to minimize your risk and hopefully still attract potential candidates.	You're uncertain if your compensation plan is appropriate for the job and for you.
Tell a few key employees or other people and maybe put it out on a job board or recruiting web site.	Candidates are intermittent and diverse and many are unqualified.
Your employee suggests their cousin who has an outgoing personality and some sales experience.	You now have one candidate in front of you and need to make a decision on them.
You get a resume and review it.	You decide it is worth a look.
You decide to interview him or her.	
You ask them about their experience, why they want the job, what they think they can do for you, and what they see for themselves in the future.	These are the typical interview questions you always ask sales candidates. Their predecessors answered them with skill and so did this one. They impressed you or at least you thought they were worth a shot, you hired them and were disappointed. This time you asked more questions related to the things you noticed that were lacking for your last few hires. The

	<p>questions are focused on experience and expertise not attitude and behavior.</p>
<p>They tell you everything you want to hear (you wouldn't hire a salesperson who can't sell themselves, would you?)</p>	<p>The first problem is you don't have a large enough pool of qualified candidates to choose from. It may only be one. Each one has some things about them you are not sure about, but because you are anxious to fill the position, you tend to ignore them and do not ask detailed enough questions to find out if there will be a problem. Instead you focus on the things they said that you really liked.</p>
<p>You hire them.</p>	<p>Many times salespeople just present themselves and you need to make a decision on them. This is less than ideal compared with a formal process where you have analyzed what you are looking for, developed an interview process and other ways to test for it, thought about where you would find one, prospected and advertised in multiple places and channels, screened unqualified candidates, and put everyone who is qualified through a rigorous interview and testing process, narrowed it down to 4 or 5 and selected the best one.</p>
<p>They start doing some behavior and you think it will work out this time.</p>	<p>You notice there is behavior and it appears to be the right behavior and the right amount. There was not an onboarding process that included what markets they will be responsible for, development of their prospecting plan, goals and the formula for the activity that will get them there, the dialogue in the prospecting channels and the questions that should be asked in order to qualify prospects.</p>

The sales are slower than expected.	There is a pipeline but less than expected revenue. The sales cycle is longer than expected and the deals sizes are smaller and fewer than expected.
They start to become complacent and stop doing the behavior.	They start to become discouraged and start making excuses. They always have a reason for why suggestions won't work. They keep on doing the things they are comfortable with and are not producing enough results. Old habits are hard to break and there seems to be too much risk in trying new or different things.
They stop getting your results.	They get frustrated and leave or you let them stay and they stress you out.
Finally, they leave or you fire them.	You decide it is too risky or too hard to hire a salesperson or you start all over again.

The RockStars System for climbing the sales charts and rocking the CEOs



Activity	Result
You decide to hire a salesperson.	You finally decide to take the risk because you can't keep going with flat sales.
<p>You define the WORK ENVIRONMENT. The work environment includes:</p> <ul style="list-style-type: none"> • What products and services do you want them to be selling and how much do they cost? • What targets do you want the salesperson to go after? • Who are the decision makers? • How is the decision made? • What channels will they be working to get to the targets? • What tasks will be required for them to be successful? • What skills will they need? • What results will be required? 	Having thought through who they will be required to work with and how, you identify the essential criteria that defines the right person.
You work with 3 to 7 people who are either supervising, doing successfully, or work closely with the position and brainstorm all the key accountabilities and expected results. The key accountabilities include the attitude, behavior and soft skills required. Once these things are listed categorized and prioritized, you use your assessment tool to create a benchmark for the motivators, behavioral style and soft skills	When you look at why any salespeople fail, or fail to get beyond mediocre results, we typically find it can be classified and they did not have the right attitude or were not doing the right behaviors. Knowing the right attitudes and behaviors are essential for the job and being able to test for them is critical to mitigate these problems.

<p>required to be successful in the position.</p> <p>The benchmark will be used to compare the assessments for your viable candidates against.</p>	
<p>You make sure your job description for a sales professional lists the tasks they will be required to do, the characteristics that define the right attitude and behaviors, the experience and expertise required, and requirements for self-management and organization.</p>	<p>You have a foundation for the skills, expertise, experience, attitude and behavior that will be required for the job.</p>
<p>You do research on the compensation programs for salespeople in similar positions in similar industries and put together a compensation plan that fits.</p>	<p>You have a compensation and benefits plan that will be acceptable to the right person and incentivize them to produce and earn you a healthy return on your investment.</p>
<p>You brainstorm on where your candidate is now and what they are selling. Many times your ideal candidate has a job already and your opportunity is a step up for them. You put together a plan for multiple channels to find the right person using a combination of job boards, web sites, social media, word of mouth, and recruiters if the budget allows for it. You create an appealing advertisement from the job description and post it in these locations. You tell your customers, strategic alliances, vendors, and others that you are looking. You use your databases and other on-line tools to search for top producers for your competitors. You call them or get referred to them and ask if they know anyone who may be interested in the position.</p>	<p>You are now able to source resumes in multiple places and putting yourself in a position to get connected with good candidates who are interested.</p>
<p>You get lots of resumes from good candidates that fit all of the requirements in the job description.</p>	<p>You now have many viable candidates instead of a few intermittently that have only some of the qualities and experience you are looking for.</p>

<p>You review the resumes and send the viable ones an initial screening tool by email. It tests them for their values, spirit and sales skill.</p>	<p>You have a way to screen them without wasting time interviewing people you will never hire.</p>
<p>You set up interviews with the candidates that pass the initial screen.</p>	<p>You have a number of viable candidates that can be successful in the job instead of one at a time that you are not sure about.</p>
<p>You develop an interview sheet that has questions to test them on their ability to complete the required tasks, discuss their experience, their approach in their previous positions, and their approach in your job as well as their attitude, behavior style and how they manage their time.</p>	<p>Your questions are designed to uncover what they did so you can determine if they were successful in previous positions, how did they go about achieving success and how much of that success was due to their knowledge, expertise, approach, skill and creativity versus things that other people did or circumstances unrelated to their direct effort such as good marketing or existing customers they already had. You are also testing them for attitude, behavioral style and how they manage their time. These are things you did not pay attention to before.</p>
<p>You take good notes on these items. You know what you are looking for and when you don't get the answers you are looking for you have multiple layers of questions to determine what they really did, what their approach really was and how they will approach their work if you hire them. You flag any potential questionable areas in these things as well as in their attitude, behavioral style and how they manage their time.</p>	<p>You now know where they are strong candidates and where there are gaps in their previous experience, their potential approach, attitude, behavioral style or how they manage their time. You can compare these strengths and weaknesses with those of other candidates. If you decide to interview them again, you know what areas to focus on to determine if they are fatal flaws or if you think they can adapt and be trained and coached to change.</p>
<p>You narrow down the selection to 4 or 5 of the best candidates.</p>	<p>You now have more than one choice all with good characteristics and can choose the best candidate.</p>
<p>You have the option to have them all complete the DISC and Motivators (attitude test) or do second interviews with all of them first and then do the</p>	<p>You can make a selection knowing that you are picking one with the right skills, approach, attitude, behavioral style and they have what it takes to be a</p>

<p>testing with the final candidates. In the second interviews you focus on the areas of question with them. You give them situations to test them on how they will respond. They can respond in various ways logically but you are looking for a particular response.</p>	<p>top producer and they are coachable.</p>
<p>You pick the final candidate and make them an offer. You prepare an employment behavioral contract that not only defines what you are offering them in a position, salary and benefits but also defines what they are supposed to do for you and when (30 days, 60 days, 90 days and beyond) and how they will be measured.</p>	<p>You get the best choice- one that will produce and has the potential to be a top producer. It is in writing what they are signing up to deliver and it is clear what is expected of them in case these things don't materialize. You have back up candidates that are also strong (this is important because they are all in demand since they all are top producing individuals). This means they have other options. They are also smart so if they are thinking about making a change, they have talked with other companies to see what else is out there. If they decide to take another offer, you have the next in line to go to.</p>
<p>Your onboarding process goes well beyond product and service training. You have a well-defined market strategy for the new hire, one that takes into consideration their skills, existing relationships, and knowledge of the opportunities in marketplace and your company strengths. You train them on your value proposition and differentiators in the market. You help them to develop SMART Goals based on the company goals, their job description, what you think they can do and what they want to do. You prepare a prospecting plan with them with multiple channels they will work to develop prospects and leads. You develop the formula of how much daily, weekly and monthly activity is required in each channel for them to achieve their goals and you have a system to track leads, activity and booked business. They are armed</p>	<p>Your salesperson has all the tools they need to effectively and efficiently sell. They have a marketing and prospecting plan and are tracking things so you can see that they are getting the leads, meetings and are doing the behaviors that will result in sales.</p>

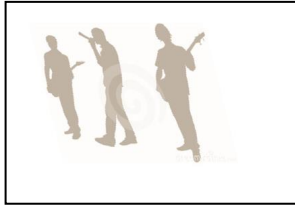
with the right questions to ask to properly qualify prospects and they have a prospecting dialogue to help get the amount of meetings they need to be successful.	
Your salesperson is doing the activity and tracking leads, activity and booked business. They are getting meetings with qualified prospects through multiple channels and start to close business of the type you want.	You can see they are getting results and how and why they continue to improve.
The salesperson has been tracking leads, activity, and booked business for 2 or 3 months now and know what is working and what is not. They are excited because they see how they are getting better and how they can make more money.	Results improve with every month. The pipeline is becoming fuller and you can see how they will be tracking their monthly goal in 2 or 3 more months.
They keep on doing what is working.	They are tracking their monthly goal within 6 months.
You take what you have learned from them and systemize the process for the rest of your sales team.	The others start to produce the same type of results. Those who are not willing to pay the price leave and you replace them with people who will. You continue to hire more with the same program and scale the business. Now you have a team of top producers not just 20%.



STEP FIVE:

**CHOOSE the
System you'll
use from now on**

5



Me: Good. Now that you know the exact behavior of each System...which System will you apply from now on?

Rusty: The RockStars System, of course!

Me: Fine. So check the box below to make your choice clear:

☐ ***RockStars***

☐ ***Garage Band***

All you have to do now is learn it and follow it step by step. Will you do that?

Avoid this pitfall

Rusty: I get it, now. You charted it so clearly.

Ask yourself these questions:

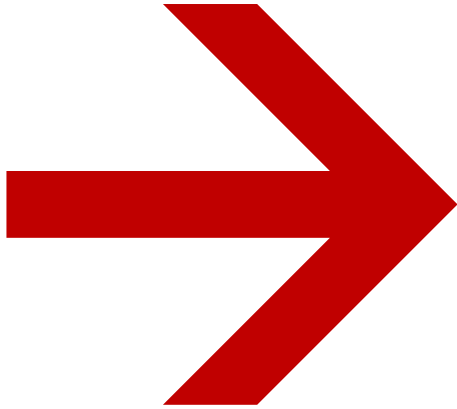
- Are you wildly excited about this person?
- And how many good reasons can you list?

The Key Insight



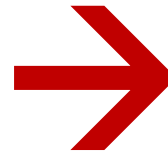
Many business owners grab the first person that comes along that tells them what they want to hear.

Don't!



**Hire salespeople
based on attitude and behavior,
not just experience.**

**The 2 Key
Questions:**



THE 2 KEY QUESTIONS:

Look at your sales team...

- Is each one there for a good reason?
- Are they all working the same sales systems?

YOUR *CRASH* COURSE ENDS HERE.

NOW ASK YOURSELF:

Which System will you apply from now on:

- RockStars
- or Garage Band?

Do you know what to do next?

Get answers NOW!

Or remain confused!

**Ask that one question stuck
in your gut**
to Me, the author of this course:

Ken Cheo

“The Sales Maestro”

508-735-5399

I will answer you personally within 24 hours.

Ask all your questions!

(There is no such thing as a stupid question.)

Do you know exactly what to do next?

- THE PURPOSE OF THIS COURSE
Is to **CRASH** YOU
into The Key Insight.
- And ASK The 2 Key Questions.
- Now go find the answers!



Ken Cheo

*“The
Sales
Maestro”*

Formulator of

“THE MUSIC MOMENT”



*“Look at your sales chart and see
if it goes up—Yes or NO!”*

→ Why continue to do what yields
unsatisfying results?

QUESTIONS?

Call Me:

Ken Cheo

“The Sales Maestro”

508-735-5399



Ugh! Does that Garage Band stink!