Unleash the Revenue-Generating Potential of Your Seller-Doers

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Why is this important?
1  Stimulate growth of your firm
   Improve Seller-Doer effectiveness to increase sales

2  Spend less time managing Seller-Doers
   Focus your energy on developing new markets and retaining staff
Account for non-billable time

Determine your return on investment in Seller-Doers

My early Seller-Doer years
[another] Proposal Deadline

"Why we stay late on Friday afternoon"

Robert's Words of Wisdom

3 reasons we write proposals

- Get work for YOURSELF
- Get work for your STAFF
- Get work for the FIRM

Seller-Doer

Business Development
If you want to develop your Seller-Doer program…

“Begin with the end in mind.”

Steven Covey

The 7 Habits of Highly Effective People
If you want to develop your Seller-Doer program...

Begin the project / task with a clear vision of your desired direction and destination.

Goals

Increase Sales
Seller-Doer Program

GOALS

Increase Sales
Deepen client relationships
Generate more leads
Build confidence of our staff
Engage more employees
Provide opportunity for growth
What makes the great ones **GREAT**?

What makes the bad ones **DIFFICULT**?
IDEAL
Seller-Doer Attributes

Intellect & Ambition
and, Adapability
SMPS Foundation research
(March 2016)
www.smps.org/foundation
**DEFINITIONS**

- **BUSINESS DEVELOPERS** are dedicated employees who secure contracts or projects for their respective firms, either through repeat clients or fostering relationships with new clients.

- **SELLER DOERS** are technical staff who are also responsible for billable hours and, to some degree, for securing contracts or projects for their respective firms, either through repeat clients or fostering relationships with new clients.

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**An HDR Conversation**

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<th><strong>BUSINESS DEVELOPERS (BD)</strong></th>
<th><strong>SELLER-DOERS (SD)</strong></th>
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<td><strong>FOCUS</strong></td>
<td>Long-term (<em>strategic</em>)</td>
<td>Near-term (<em>tactical</em>)</td>
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<td><strong>OPPORTUNITIES</strong></td>
<td>Growth (<em>new</em>)</td>
<td>Follow-on</td>
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<td><strong>RELATIONSHIPS</strong></td>
<td>Cultivating <em>new</em></td>
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<tr>
<td><strong>POSTURE</strong></td>
<td>Face to industry</td>
<td>Face to client</td>
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What do Seller-Doers do?

Seller-Doer Sales ACTIVITIES
How many people have a sales process?

1. Does your process work?
2. Is your process well understood?
Every opportunity goes through "the sales process"

Identify → Close

LARGE
LONG
COMPLEX

Business Developers

LARGE
LONG
COMPLEX

Seller-Doers

SMALL
SHORT
SIMPLE
Organize activities into your process steps so Seller-Doers can see how they fit in
Your homework
It might look like this:

- Attend meetings
- Give presentations
- Thought leadership
- Close sales

- Create awareness
- Build brand
- Conduct research
- Develop presentations
- Assist with proposals

THE DREAM TEAM

- Identify prospects
- Schedule meetings
- Network
- Assist Seller-Doers
- Open doors
Selling is a TEAM SPORT

Instead of asking Seller-Doers to SELL
Ask them to do specific activities to

HELP YOUR TEAM SELL

You're going to need

SUPPORT

to make this work
OWNER
That's probably YOU

APPROVER
Someone will have to:
Approve reduced utilization
Fund training and development
ENFORCER
Who can “direct” people to get stuff done?

COACH(ES)
You’ll need hands-on mentoring
How will you know it's working?

Look at your Program Goals.
If a GOAL is “Build confidence of our staff”

A metric might be: “Attend client meetings without a manager”

If a GOAL is “Generate more leads”

A metric might be: “Grow our leads by 25%”
It all comes down to **PEOPLE**
Develop INDIVIDUAL plans based on:

Skills
Strengths
Interests

How well do they match the “ideal” profile?
(Pick ONE area to develop)
How well do they do the activities required?
(Pick ONE area to develop)

Agree on individual Seller-Doer goals
“Everyone can do something to contribute to sales.”

Sean
**Seller-Doer Program**

**ACTIONS**

- Bring a Seller-Doer to your next client meeting
- Analyze a recent win or loss as a group
- Share the numbers / be transparent on sales
- Invite a Seller-Doer to observe an interview rehearsal
- Help a Seller-Doer plan his / her time for a week

**CALL TO ACTION**

10 TACTICS you can put to work next week to jumpstart your program
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6 Conduct a strategy session for a future opportunity
7 Schedule a lunch-and-learn to plan for a client meeting
8 Create a repository for client meeting notes
9 Talk about sales in your staff meetings
10 Celebrate progress (publicly)
What does “right” look like?

“When I focus on marketing, I never have to worry about utilization goals.”

Rob
The 7 Habits of Highly Effective People

Knowledge (what to, why to)
Skills (how to)
Desire (want to)

What does “right” look like?

Feedback

What did you like?
What can be improved?

Send me an email, and I’ll send you an electronic (fillable) form
wally.hise@hdrinc.com