



Press Release

FOR IMMEDIATE RELEASE

Sales Increase of 2% is Expected by Business-to-Business Enterprises, with Top Performers Doing the Heavy Lifting - 13% Increase

New York, NY – June 1, 2009. Extraordinary Sales Performance, a results-driven sales training company, announced today the results of its May Benchmark survey. It found that typical business-to-business sales organizations are expecting a 2% increase in sales as compared to a 9% increase in sales that they achieved in 2008 vs. 2007. Moreover, they expect that this will be achieved because their top sales performers, who constitute about 15% of their sales force, to increase their revenues by 13%!

Extraordinary Sales Performance (ExSP) recently completed an online study of top sales people, and identified *The 12 Attributes of Extraordinary Sales Performers*. In the May survey it asked U. S. sales leaders - Sales Managers, Sales Directors, VP of Sales, and SVP's – to identify which ones will contribute to the success of their top performers in 2009. The top six attributes were:

- Focus on Customer Needs
- Building long term and extensive relationships
- Powerfully asking questions and listening
- Creating Value to negotiate the best sale
- Selling the right buyer
- Setting goals and being held accountable

“This benchmark is yet another confirmation of how the Pareto Principle applies to investments in sales resources,” noted Howard Mager, ExSP Managing Director. “Our earlier study in April, 2009 found that 30% of a Typical Firm’s revenue comes from the top 15% of the sales team. The May survey determined that, especially in tough economic times like today, it is the top performers who are expected to do the ‘heavy-lifting’ to grow the top line. The implication for investing in sales training is clear: firms looking for growth need to apply a greater percentage of their time/effort/budget on the top performers who carry a disproportionate share of the responsibility for enabling the organization to meet its sales goals.”

Extraordinary Sales Performance (ExSP) is dedicated to helping Enterprises to identify its top performers and customize coaching programs which will drive them to consistently outperform their monthly, quarterly, and annual sales goals. Its Intensive Coaching Program accomplishes this by focusing on having each top performer master *The 12 Attributes of Extraordinary Sales Performers*. Through the use of “deliberate practice” over a four month intensive coaching period, the ExSP program addresses the key mind-set and skill-set attributes, and sales system enablers.

Dr. Jerry Cahn, ExSP’s other Managing Director, concluded, “The findings from our surveys and interviews strongly suggest that firms who want/need to grow this year and rely on their top performers, also need to invest in enabling them to consistently perform at their peak. As noted in a recent book, *Talent is Overrated*, the key is to enable top performers to engage in deliberate practice, just as Tiger Woods, Michael Jordan and other superstars do. That’s why we created ExSP - to enable Top Performers to consistently perform at their peak and to enable above average performers to become top performers.

For more information about ExSP, visit www.extrasalesperformance.com or call 800-493-1334.

###

Extraordinary Sales Performance

31 East 32 Street (3rd Floor) * NY, NY 10016 * P: 800-493-1334 * F: 646-478-9435

www.extrasalesperformance.com