



# THE PERFORMANCE GROUP HELPS COMPANIES INCREASE REVENUES, ONE SALESPERSON AT A TIME

There are three types of salespeople, according to Jim Lobaito, president of The Performance Group: those who can sell and will; those who can sell and won't; and those who can't sell and won't. Lobaito's Urbandale based company focuses on the first, helping clients identify sales superstars to hire and developing the skills of their existing managers and salespeople.

A sales development company, The Performance Group has found a unique niche. Working with executives, it helps identify the hidden weaknesses in their people and business that are preventing them from maximizing revenues and offers custom designed programs to overcome them. The programs are administered through detailed analysis, individual coaching and group learning experiences, which incorporate the company's holistic approach to solving problems and developing people.

The Performance Group's programs also advise employers to think twice before making a hiring decision based solely on experience. When seeking a new employee, it is common to look for someone with industry experience, but Lobaito says, "What experience are you buying? Five years of experience or one year of experience repeated five times?" Instead, employers should identify those candidates who could potentially be successful by defining the necessary skills, beliefs and communication style that are needed to sell their products.

## AREAS WE WORK IN

*People Processes Strategies*

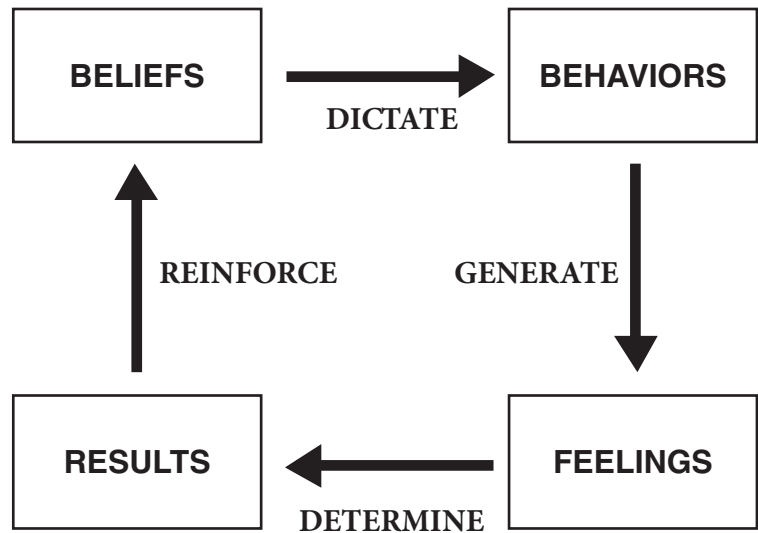
"Beliefs are based on experiences," Lobaito says. "What we've discovered is that there are beliefs that some salespeople have that don't support sales, especially in a slower economy." Beliefs tend to be hidden since they are not readily observable, like behaviors are, or measurable like sales quotas.

"Our process shows our clients who on their sales staff is trainable, what's preventing them from performing better, how long it will take them to perform better and the return they can expect once they are trained," Lobaito says.

Lobaito states, "Company presidents know the results they're getting from their people; we just show them why." In other

words, the company helps clients identify those employees who can sell and will, which in turn increases revenues. And so far, the system is working. For the first time, clients are experiencing what it means to have productive salespeople, and understand why this wasn't occurring in the past.

## WHY WE DO THE THINGS WE DO



The Performance Group has already assisted a diverse number of companies across the nation to achieve sales success.

According to Jim Lobaito, "Our only objective is to empower our clients to achieve their ambitious growth objectives. And the key to their growth is an effective sales organization. Many talented entrepreneurs come from technical or operations backgrounds.

They launch their companies, experience early growth, but then have difficulty growing further. Although they may hire salespeople, they often find themselves shouldering most of the sales responsibility themselves. Firms like this discover that effective sales training and sales program improvement can help catapult them to the next level."



The Performance Group  
4171 NW Urbandale Drive  
Urbandale, Iowa 50322  
Ph 515-262-9509 • Fx 801-881-4658  
[www.pmgllc.net](http://www.pmgllc.net)