



**NAWBO**  
ATLANTA  
National Association of Women Business Owners

## NAWBO Atlanta Newsletter

NAWBO NEWS... November 2016

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**Coming in November**

**Lunch & Learn**

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**Thursday, November 10, 2016**  
**11:30 AM - 1:30 PM**  
**The Georgian Club**

**"Intellectual Property 101: How to Protect Your Company's Unique Brand"**

**Speaker:**  
**Sonia F. Lakhany, Attorney**

**Greetings!**

I introduced the first part of this series a couple of months ago. I hope you have had a chance to start implementing some, if not all, of these tactics. This is part 2 to help you continue in your success. Finish 2016 with a bang!

**The 4 S's of Consistently Superior Sales Performance: Strategy, Structure, Staff and Skills**



Once an unshakable foundation has been established, the company then has bedrock (strategy) on which to build. Building must be given careful thought and planning and that building project must be checked from time to time against the plans, not unlike a contractor checks his progress against the plans of the architect. That accountability is called "structure".

**Structure:**

**Good sales structure has two basic components, the plan and accountability.** It is shocking to me how often we run into companies that do not have a formal sales plan in place. If I have hired well and have the right kind of sales people on my team, they will be goal oriented. But, if they don't have a target at which to shoot, how in the world will they ever know if they scored or not?

**The other key piece of a good sales plan is leadership's ability to bring it down to an individual contributor level and make it relevant and meaningful to each sales person.** Frequently that can be done with a well crafted compensation plan. Comp plans sometimes get a bad rap in the world of sales. Truth is, if the plan is well structured, it should incent the behavior most critical to driving sales. Notice I said "behavior".....not revenue?

In the world of Sandler, we know that no one can ultimately control whether a

## Sonia F. Lakhany, Attorney Lakhany Law, PC

Sonia F. Lakhany is the Managing Attorney at Lakhany Law, PC an intellectual property firm specializing in trademark law with offices in Atlanta and Los Angeles. In addition to her law practice, Sonia teaches trademark law and is a frequent speaker and blogger on brand protection. She is also active on several boards and committees in the Atlanta and Los Angeles legal communities.

Sonia is passionate about protecting her clients' brands and is considered a rising expert in her field. Her work has not gone unrecognized, as she has been featured in dozens of magazine and news articles, as well as on radio and television. She was recently awarded "Best Personal Brand of 2015" by the Technology Association of Georgia and named a "2015 Influential Insider" by Jezebel Magazine.



Sonia Lakhany

In the world of Sandler, we know that no one can ultimately control whether a customer buys or doesn't buy. We can only control the activity, or in Sandler speak "behavior" of the sales professional. If an individual consistently focuses and executes on the right behavior with the right frequency, the results will ultimately come. Of course, with that comes management's responsibility for accountability. Most sales people will cringe with the mention of accountability. And frequently they are right to do so.

Effective accountability does not mean endless reporting of how each and every moment of the day was spent. That serves no useful purpose. Effective accountability means a core set of behavior expectations, co-set with the sales professional that will help them achieve their goals. The behaviors should be easily measurable with a "stretch" element to them. Once the right behavior expectations are in place, the sales person understands what is expected of them and has the ability to work toward achieving those goals on a daily basis, giving them some sense of control. At the same time, the sales manager has clearly communicated expectations and will now have objective information on which to base that ever important performance evaluation....be it good or bad.

One additional benefit of setting good behavior goals and then holding the sales professional to account is enhanced coaching ability for the manager. If the right behavior goals have been set and measured to, it is easy to quickly see if the sales person is struggling and at what point in the process. The manager can then focus very specifically on the trouble area and coach the sales person back up to speed.

Great book to go with this one is QBQ! Question Behind the Question by John Miller. While it's not specifically focused on sales, it is all about personal accountability....which we could all use a little more of!

Warm Regards,

*Lissa Versteegh, CEO of Sandler Training  
NAWBO President-Elect*

## UPCOMING NAWBO EVENTS in 2016

- **November**
  - [Monthly Breakfast Forum](#), 11/4, "Making the Most of the Last Stretch of the Year!" [REGISTER](#)
  - [NAWBO Networking Night](#), 11/29, 6:00 PM - 7:30 PM; Location TBA [REGISTER](#)
- **December** - [Holiday Party](#), Thursday, 12/8 @ Davio's...stay tuned for details [REGISTER](#)

See our calendar for information about our Networking Nights, Book Club and Monthly Breakfast Discussion Forum [Calendar of Events- NAWBO Atlanta](#)

## Affiliate Events (these are affiliate events and not NAWBO sponsored)

**WIFS** Atlanta- see WIFS calendar for event details - [Calendar](#)

**ProWin** - November 16, 2016 @ 11:30 am - 1:30 pm; "Scaling a Start Up - How to Bring Your Dream to the World!" - [Info & Registration](#)

We Thank Our Partners!



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Advertise in our eNews and reach over 3,000 people for only \$75. For more info Contact Julie Marino for more information: [julie@nawboatlanta.org](mailto:julie@nawboatlanta.org) or 678-534-8092

