

# What's your PEQ (Performance Enhancement Quotient)?

## Geometric Process Improvement Plan

Every business can be broken down to a finite number of “drivers,” or major revenue, sales and success enhancing — and advancing — activities that are either strategically or tactically critical to the desired revenue and earnings result you are after.

While it's different for each industry — there are a surprisingly constant number of positive and negative impact points that virtually every company in a given sector has to deal with in order to transact business. Depending, upon how effective or ineffective a given organization is at maximizing their total performance in each performance —activity their success level rises or suffers.

I've identified a system called the Performance Enhancement Quotient that virtually guarantees higher overall performance levels, capabilities and results throughout a company's entire selling system.

The Big Foundational ideas behind PEQ are:

- 1.) That every company has significant areas of under performing assets, overlooked, opportunities, underutilized activities, under recognized relationships and under performing distribution channels, capital and human capital that can be far more productively, profitably, profoundly and continuously deployed.
- 2.) In order to accomplish this one needs to first clearly identify all strategically critical activities and velocity in motion — meaning all the people currently performing those activities to assess and examine the different levels of performance capability each person doing a given activity currently achieves.

When you identify the 30 or 40 key selling activities that combine together to drive your company's revenues and profits you will find the following becomes clearly evident:

- a.) Within each macro activity there are 2-10 critical sequential processes that need to happen (together strategically) in order for maximum results to occur.
- b.) Different people will consciously or subconsciously perform each of these activities or sub processes at a broadly varied level of effectiveness, success or proficiency.
- c.) Each process is a lot like a lever to your business and like a lever it can be of high pitched, low pitched or no pitched advantage. The steepness and

angularity of the pitch determines the extent of maximum or minimum impact leverage that process ultimately produces for you.

- d.) Any process that's allowed to function at sub optimum performance levels causes the entire selling system to under perform its true capability.
- e.) If you have 30 different people perform the exact same activity, selling task or sub process — you'll always find tremendous variation in performance levels — between the best and least effective performance.
- f.) The variation can range as high as 2100%. That's 21 times better or higher performance capability in each process or activity — potentially. On the upside — if done correctly — and 21times worse performance if allowed to function ineffectively.

It's a lot like the Pareto Principle — the 80/20 rule. But most managements don't know this because they never identify, measure, quantify or try and dramatically improve the entire team performance levels in each separate activity or process category.

Once, and if, your management determines to do so — you discover these fascinating realities:

\* The top 20% will generate at least 80% of the effectiveness, productivity and profitability in that given process activity. For example, opening up large direct advertising accounts. If you carefully study 40 different account executives' past effectiveness or success in this activity, you'll discover that 8 or less opened up 80% or more of your active, large direct accounts.

Same example will hold true in every other performance area like — promoting, closing, selling large time slot packages, reselling, selling against mediums with better ratings, selling special events, selling specific industries, etc.

I practice high-level geometric process improvement, which I learned from my work with W. Edward Deming's organization. Deming is the father of process improvement, the man who taught Japan how to use process improvement to become the industrial might they've turned into.

I learned that anytime multiple individuals perform the same process, you will always be able to find higher performing ones whose methods and mindsets can be measured, quantified, codified and taught to everyone else doing that process. This allows everyone to dramatically improve literally everyone of the 30-40 key selling activities or processes they engage in unknowingly (but continuously).

When you put a combination performance enhancement (P.E.) and process improvement (P.I.) system, too, in place together — you get geometric gains and exponential improvements. Because, if each salesperson increases his or her abilities, effectiveness or

success rate a mere 3, 5, 10 or 20% per process activity, but we provide these percentage gains across 30-40 segments process abilities per ad rep — you get geometric progress. 3% x 5% x 8% x 10% x 5% x 2% x 10% equals exponential gains.

I've already proven in my first-stage visits that we can identify at least 30 high upside leverage improvement processes or factors that each and every sales rep is transacting and then identify who excels best in each category, what they do or think differently than the rest. We've identified a powerful process improving set of factors when we do this. Then our job is to show everyone who doesn't excel at the highest levels in that given process activity the most universally predictable ways to improve their performance.

I've found it's best accomplished by open, continuous Socratic interviews of the 20% top performers in each process category in front of all the rest of the sales reps. Do this continually for 8 solid hours and we can usually "power through" the key 25-30 high impact points or processes.

By recording the entire interview process and transcribing it, too — we create a highly predictable performance enhancement dynamic that produces four separate levels of increased results.

**Level One** — Each process we address that day has incredible and enduring positive leverage impact on the people in the room watching and listening to my Socratic interview.

**Level Two** — The higher performers we interview learn the most from both listening to their own epiphany-like answers and by listening to the corresponding answers. Their other 3 or 4 top performing colleagues openly share. So all five top producers in the category end up growing even more than the other 80% of your team listening.

**Level Three** — By making all interactions, interviews and detailed methodology we uncover permanently preservable on tape — we can distribute copies to each and every current salesperson to re-listen to over and over again in general or they can isolate specific areas of need and listen repeatedly to a given section prior to going into a selling situation that focuses on that process so their performance levels will always be optimal whenever they compete.

**Level Four** — By transcribing these sessions we create a permanent, archival "super training manual," that not only every future sales rep can gain critical access to and which can be segregated by selling process to allow your management to train but which management can systematically use as sales training and review tools in their weekly sales meetings

**Level Five** — I teach all your management a methodology they can use to expand and improve the performance of each and every sales rep (current or future) in the system once I leave individual managers can employ their own versions of my training methods in future sessions they conduct.

**Level Six** — It can deliver measurable results where management can project forward for the entire company, once we gauge and quantify the impact our first few day-long P.E.Q. processes yield.

In summary, we'll take each of the 30-40 high-impact revenue-generating processes in your selling systems. We'll identify who the top 4-5 performers are in each activity category. We'll discover the exact methods, formulas, strategies and mindsets these top performers follow and translate them into a series of success modeling technologies every other sales rep can tangibly use to improve ability, effectiveness and bottom line performance.

If we work on 30 separate processes — five top people per category — I'll uncover 150 different success-improving applications in one fast-paced non-theoretical 8-hour day. Every application won't apply to every rep. But a lot, perhaps most, will apply to all. Geometric improvement is all but guaranteed — if management does its part after I leave and “cures” the weld we've started by working through and re-reviewing different issues and elements I uncover with the reps in subsequent sessions they conduct with them.

### **Bonus**

Management will receive a windfall-added bonus when they start quantifying individual rep's performance levels in each category. You'll discover that one rep may, literally, be up to 21 times better or more successful than every other rep at a given process like re-activating old accounts or cross selling accounts to other stations or closing large direct accounts — and, therefore, upon careful reflection decide to make that one rep responsible for doing it for every one instead of leaving it to every rep to do. If you have 21 times more performance for 40 people's accounts the positive result could be staggering.

More if you need it.

Regards,

Jay L. Abraham

### **Post Script:**

Obviously, the concept of geometric performance enhancement and process improvement is mind-bogglingly huge. But if you cut in half, then halve again my lofty estimates — bottom line, the promise is still enormous upside leverage to each manager in the \_\_\_\_\_ organization.