

Dealer Training



DEVELOPING YOUR SALES PROCESS

The sales strategy

- A sales strategy allows you to address the needs of customers at every stage.
- Assisting a new customer requires a different approach to helping current customers.
- New customers will need education about the product features and functionality, while existing customers will require assistance and/or technical support.



The sales action plan



- A sales forecast is an essential tool for managing a business of any size.
- A Sales Strategy (a sales action plan) will guide your business growth monthly.

The sales action plan cont.

- A sales action plan is the "who, where, why, when and how" that will allow you to achieve your sales goals.
- Project and set the goals you plan to achieve.



The sales action plan cont.



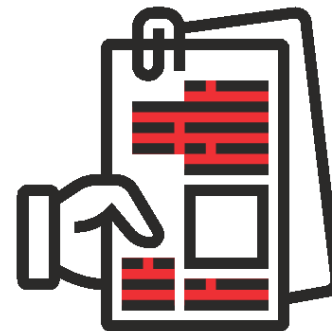
- Analyse your situation and the changes in the market as these are the source of problems or opportunities.
- Write plans on how you intend to execute and implement your goals.
- Evaluate your goals as you go to ensure you are on track with your Sales action plan.

Sales planning & forecasting



- Your sales action plan forecasts month-to-month the level of sales you expect to achieve and, how you're going to get there.
- It covers past sales, market concerns, your specific niches & who your customers are? As well as, how you're going to find them, engage with them, and sell to them?

- If done correctly, the right sales action plan empowers you to spend even more time on growing and developing your business, rather than responding to the day-to-day developments in sales.
- Your sales action plan, can quickly identify any upcoming problems, sale droughts, or opportunities—allowing you to action these in advance.



- We tend to forget some of the most basic things in our business when we get dragged into the day to day running of it.
- Business development is the practice of identifying, attracting, and acquiring new business to further your company's revenue and growth goals on a continuous basis.



Business development cont.



- Business Development Strategy is essentially a marketing function, which includes things like: market expansion, brand projection, new client acquisition and general awareness about the brand.

A few ways to make sure we stay connected to developing and growing are . . .



- Act on what the customers says.
- Become more productive by using sales technology, linking daily activities to achieving your targets – this doesn't magically happen at the end of the month.
- Focus is required on daily tasks or activities that you know will set you up to achieve your targets.

Managing the pipeline

- The best sales people manage their pipeline much like a hedge fund manager would manage their portfolio.
- They invest time in a number of opportunities knowing that some will close, and some will not.
- They track the performance of each opportunity, as well as the average performance of their entire pipeline on a weekly, if not daily basis.
- They are also able to conduct a “bottom up” analysis of their pipeline at any time

Lead generation



- Time must also be spent generating leads, this is the process of identifying potential customers for your business products or services.
- Leads are prospective customers who have expressed interest by sharing their contact information with you.
- These are potential customers and they must enter your pipeline and be pursued...



The End