



Commonwealth
Sales
Advisors



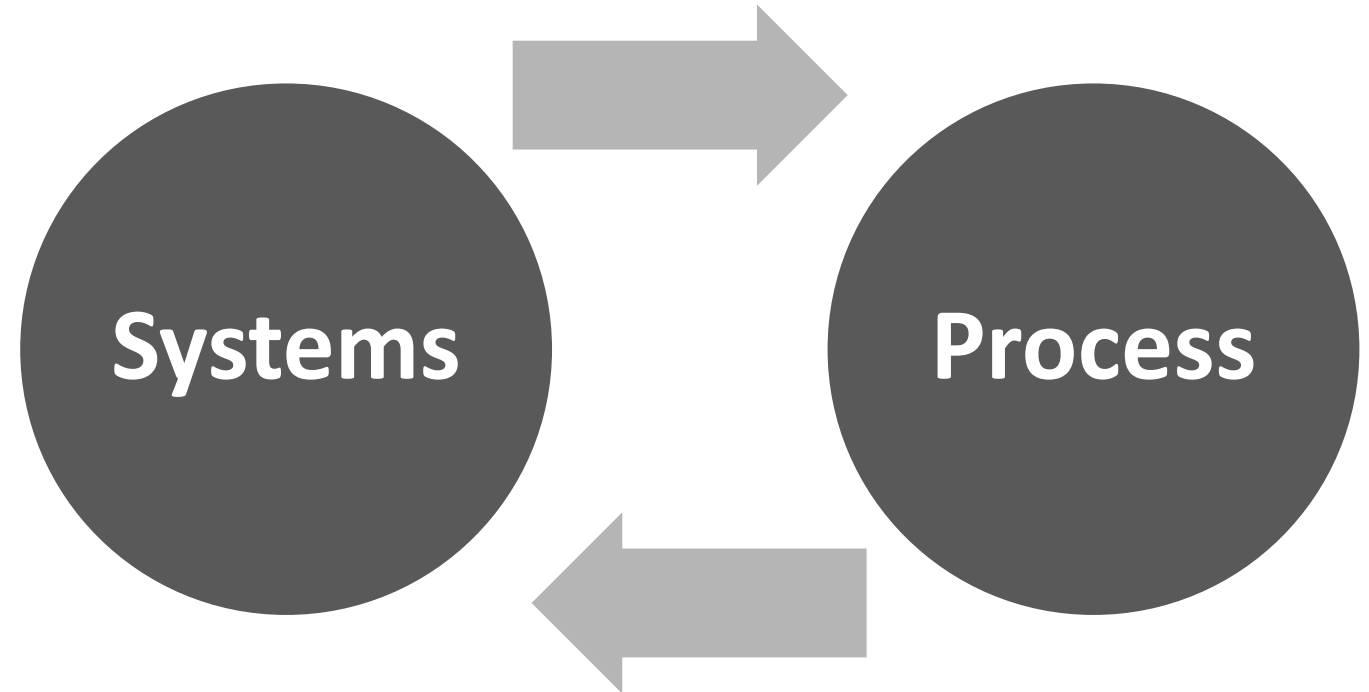
Making Sales Work - Part 2

Sales Strategy | Sales Process | Sales Execution



10 Powerful Actions To Consistently Grow Your Sales

Going from Entrepreneur ... to Enterprise





10. Holding Weekly Sales Meetings

- Each member must be included each week
- Set clear expectations each week
- Make sure everyone comes prepared with deliverables





9. Provide Effective Sales Training

- Travel with reps to determine competency
- Customize training to fit each rep's needs
- Role play to test that the material can be applied



8. Conduct Quarterly Performance Reviews

- Forces a manager to sit down and evaluate performance
- Set goals for the following quarter
- Review progress quarterly
- Sets foundation for performance improvement/PIP/termination





7. Use A Customer-Relationship-Management System (CRM)

- Determine proper application for the team
- Customize to match terms and structure
- Centralized record of activity
- All departments can see activities, deal progression





6. Develop A Sales Pipeline Forecasting Tool

- Helps align costs with expected revenue
- Effective sales management tool
- Better understand your future





5. Ensure Your Sales Team Is Properly Staffed

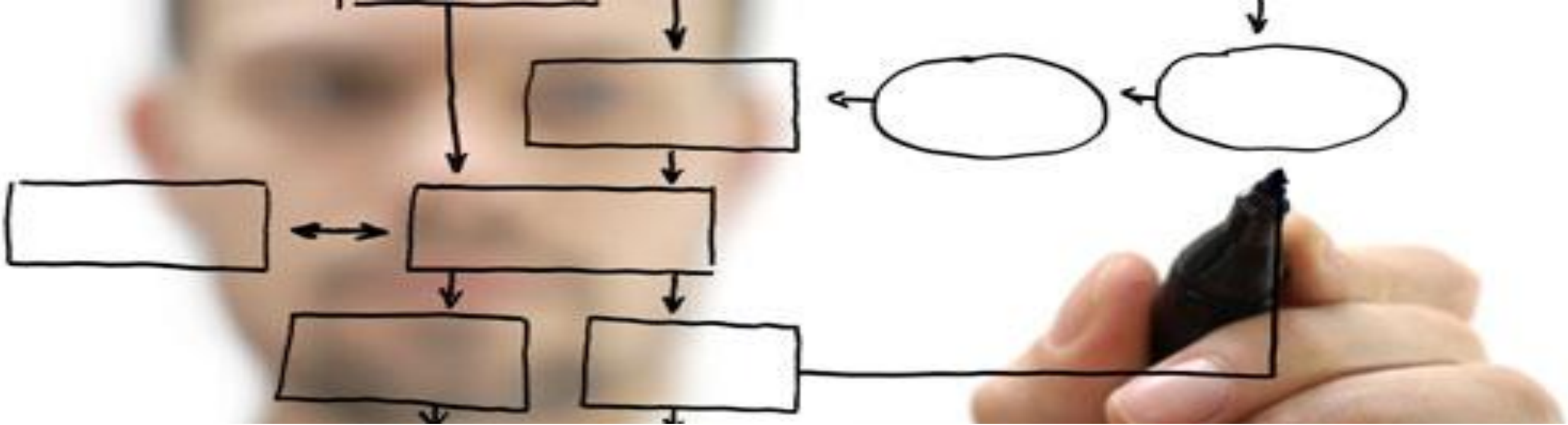
- Sales team must be led by a “sales” manager
- Need proper structure to maximize sales
 - Outside vs. inside reps
 - “Hunters” vs. “Farmers”
- Accounts vs. territory vs. product vs. industry



4. Identify & Clearly Define Your Most Important Sales Metrics (KPI's)

- Set proper activity levels desired
- Provides foundation for what is “good” and “bad”
- Determine future success before it is too late





3. Creating and Using A Clearly Defined Sales Process

- Each step in the sales process must be clearly stated
- Creates common language and understanding
- Define check points for each part of the sales process
- Determine needed information for each step in the process



Sales Process Stages

Discovery

Thought Leadership

- Email Templates
- Social Media
- Videos
- White Papers
- Newsletters

Needs Assessment

Solution Knowledge

- Product Sheets
- Analyst Reports
- Product Collateral
- Intro Messaging
- Videos

Solution Identified

Value Selling

- Technical Presentations
- Demo Scripts
- Case Studies
- Internal Blogs
- Webinars

Solution Accepted

Solution Validation

- Proofs of Concept
- Competitive Tools
- Consulting Support
- Executive Meetings

Value Established

Financial Justification

- ROI Calculators
- References
- Proposals
- Financial Presentations
- Videos

Contracts Executed

Onboarding

- Welcome Kit
- Kick-off Meeting
- Training
- Tips & Tricks
- Customer Newsletter

1. Suspect	2. Prospect	3. Discovery	4. Needs Assessment	5. Presentation	6. Contract Negotiation	7. Close Won
5%	10%	25%	35%	45%	65%	100%
Alpha Co \$20K Sara	Gama Co. \$35K Bob	Romeo Co. \$25K Ed	Delta Co. \$25K Jerry	Alpha Co \$25K Sara	Charlie Co. \$20K Sara	India Co. \$40K Jerry
Bravo Co \$25K Ed	Papa Co. \$30K Jim		Foxtrot Co. \$20K Jerry		2 Deals: Golf Co. \$30K Sara	Juliet Co. \$30K Jerry
			Echo Co. \$30k Jerry		Kilo Co. \$25K Sara	Oscar Co \$20K Jerry
			Quebec Co. \$25K Jerry		Hotel Co. \$25K Bill	
					Noel Co. \$35K Bill	
					Yankee Co. \$25K Bill	Closed: \$90,000 FCST: \$104,000
F: \$2,250	F: \$6,500	F: \$6,250	F: \$35,000	F: \$11,250	F: \$104,000	Total FCST: \$194,000
TOTAL \$45K	TOTAL \$65K	TOTAL \$25K	TOTAL \$100	TOTAL \$25K	TOTAL \$160K	TOTAL \$90K



2. Creating A Comp Plan To Drive The Correct Behavior

- Will it be exploited as planned?
- Must be a win-win for the sales rep and organization
- Will it help you acquire the appropriate salespeople?



1. Creating A SHARED Detailed Sales Business Plan

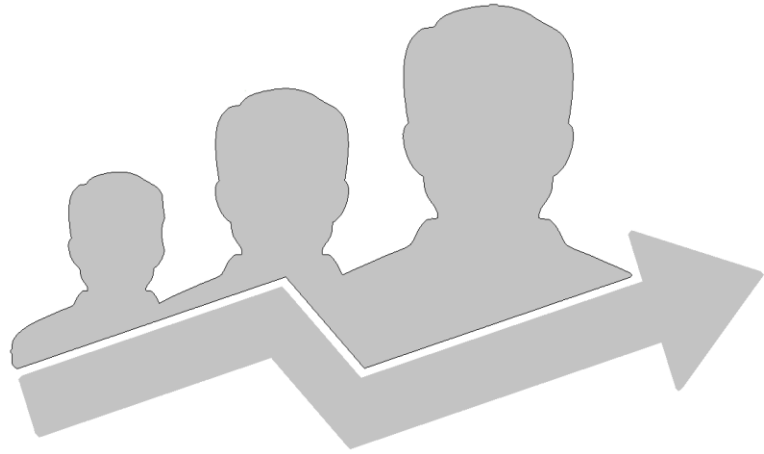
- With one you have higher probability of hitting goal
- You must know when we/you get “there”
- Map account list with corresponding decision makers
- Must include deadlines/accountability



The Solution?

People + Process = Profit





Commonwealth Sales Advisors



Mike Dugan

Outsourced Sales Leadership

STRATEGY | PROCESS | EXECUTION

A photograph of an older man with white hair and a younger woman with brown hair, both in business suits, sitting in the front of a car. They are looking at a document together. The man is on the left, and the woman is on the right. The background is a blurred green landscape.

COACHED

**LEADERSHIP is a behavior
Not a title**

MENTORED