



Commonwealth
Sales
Advisors



Making Sales Work – Part 1

Fixing Your Common Sales Problems

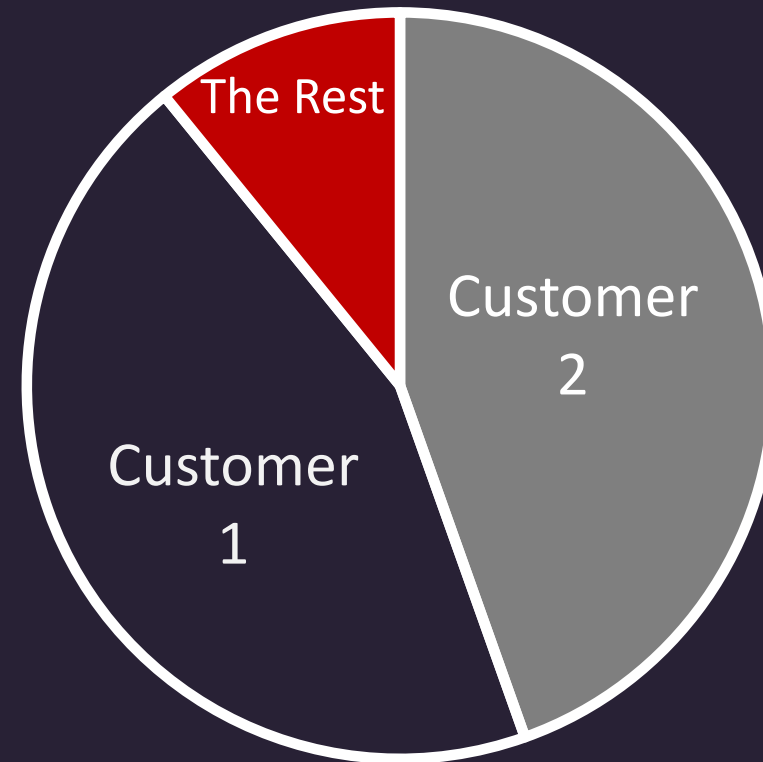
Sales Strategy | Sales Process | Sales Execution

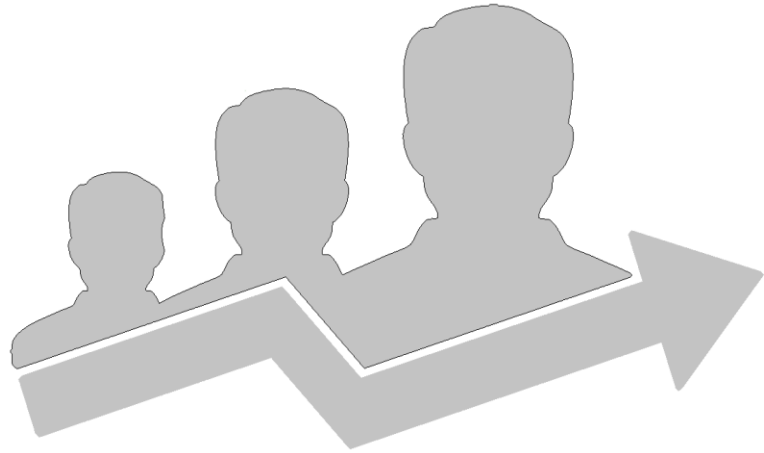
**Common Sales-Structure Issues
That Negatively Affect Small to
Mid-sized Companies**



EXAMPLE:

Does too much of your annual revenue come from a couple clients ?





Commonwealth Sales Advisors



Mike Dugan

Outsourced Sales Leadership

STRATEGY | PROCESS | EXECUTION

5 OUT OF 10

haven't had anyone travel with their sales
reps on a sales call in the past 12 months

6 OUT OF 10

don't have individual sales quotas

8 OUT OF 10

don't have a sales forecasting tool or process

8 OUT OF 10

haven't performed an annual performance review on their sales reps in the past 3 years

9 OUT OF 10

don't have a digital Customer Relationship
Management (CRM) system

many don't know what it is

9 OUT OF 10

don't have a compensation plan that incents
the behavior they are seeking

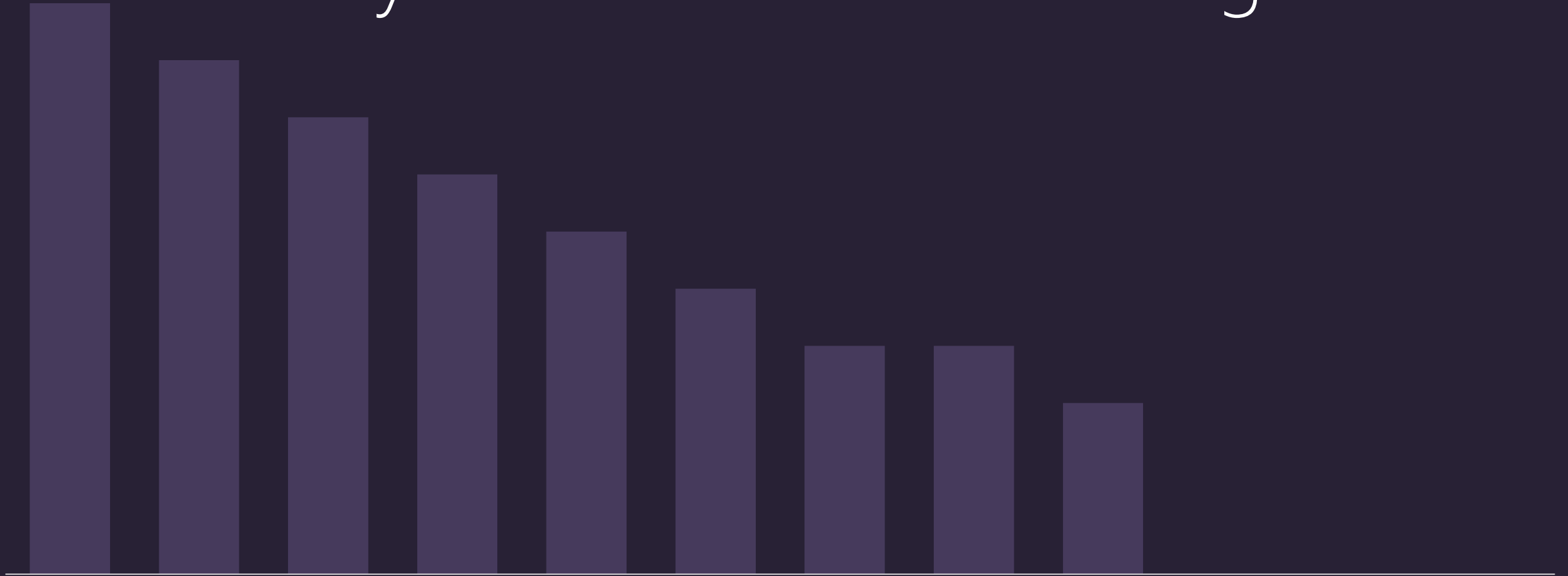


WHAT TO LISTEN FOR

My sales have been at the same
level for the last few years



My sales have been declining



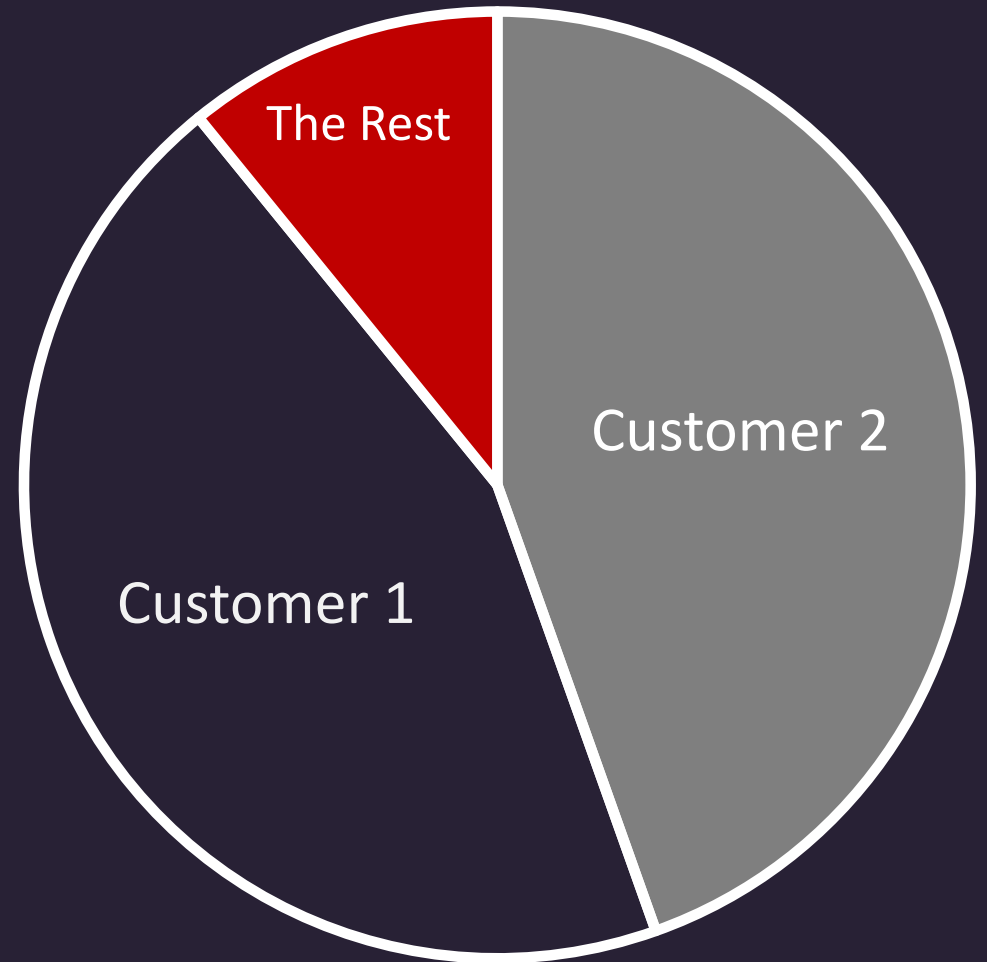


All of my sales are referrals
(no proactive sales)

I can't find the right salesperson



Too much of my
annual revenue
comes from a
couple clients



An aerial, high-angle photograph of a large crowd of people walking on a grey, paved surface. The people are scattered across the frame, moving in various directions, creating a sense of chaotic movement. The lighting is soft and even, highlighting the individual figures against the uniform background. The overall tone is somewhat somber due to the muted colors and the perspective.

The sales team is not following
our corporate directives



We have a
"seasoned"
sales team

I am uncomfortable with
the sales team's activity



The training I put them through
didn't seem to help

SALES MANUAL

This MANUAL is a book of information and instruction for the benefit of The A. C. Gilbert Company's salesmen. Its object is to give the selling force the benefit of the combined experience of our salesmen as well as other old, and successful salesmen in other fields. Another mission of this Manual is to properly present The A. C. Gilbert Company's viewpoint on Service and other Ideals in dealing with our customers.

EDITION OF
JANUARY, 1918

THE A. C. GILBERT COMPANY
New Haven, Conn., U. S. A.



WHY SALES ARE NOT
INCREASING AS PLANNED



Sales Agility Assessment

- <https://www.salesxceleration.com/sales-agility-assessment-1-0-mdugan/>

