

# Developing Your Sales Strategy

If you are not taking care of your customer,  
your competitor will.

**-Bob Hooey**

Learn more about how to plan, monitor and evaluate your sales  
activity

Identify tactics and methods to improve sales performance

**Business Accomplish Limited**

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# Developing Your Sales Strategy

## What is a sales strategy?

- \* A **plan** of how to **sell** our services / products to the right **customers** at the right **price** and in the right **quantity**

## Why do we need one?

- \* Increase our chances of sales success
- \* Gain a better return for our efforts



# Developing Your Sales Strategy

## Why we need a Sales Strategy

- \* Have you failed to win an order from a customer that you thought you were certain to get?
- \* Have you got customers you wish you didn't have?
- \* Have you ever taken orders for products / services that you make no profit on?



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## Why do we need a Sales Strategy?

- ❖ The Government has embarked on savage public spending cuts that will dent demand.
- ❖ The Quantitative Easing impact is unknown. It could stoke inflation forcing rate rises to control it.
- ❖ British house prices remain over-valued.
- ❖ Western governments and consumers have built up colossal debts that could take more than a decade to clear.
- ❖ Western economies face a demographic time-bomb which could erode the wealth of nations for a generation.

Source: <http://www.thisismoney.co.uk>



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## Why do we need a sales strategy

- \* A weak pound made British products cheaper, helping exporters.
- \* A powerful stock market rally boosted confidence.
- \* Unemployment rises have been smaller than forecast.
- \* Markets have welcomed Coalition efforts to tackle the deficit.



Source: <http://www.thisismoney.co.uk>

*Confidence and enthusiasm are the greatest sales producers in any kind of economy.*

**-O. B. Smith**



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## Where does a Sales Strategy fit?

- \* **Business Strategy** – how you conduct your business to achieve your business goals – encapsulated in a **Business Plan**
- \* **Marketing Strategy** – how you position your business in the market and promote your products / services – encapsulated in a **Marketing Plan**
- \* **Sales Strategy** – how the business will convert leads into sales – encapsulated in a **Sales Plan**

# Developing Your Sales Strategy

## Marketing

- \* Raise awareness
- \* Create interest
- \* Provide contacts / enquiries / leads

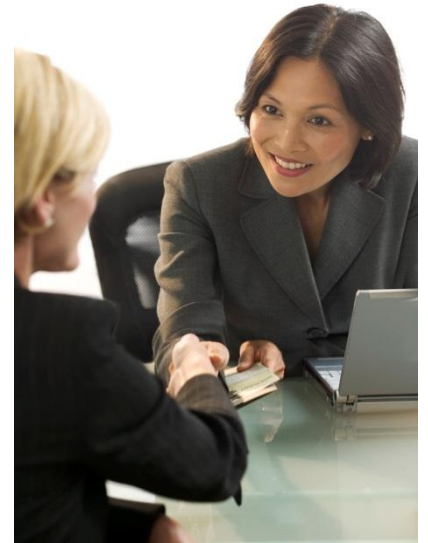
## Sales

- \* Convert contacts / enquiries / leads into sales

## What do people buy?

- \* Good feelings
- \* Solutions to their problems

*How to Win Customers and Keep Them For Life.* Dr. Michael LeBoeuf



# Developing Your Sales Strategy

## Important Questions

- \* What do you (really) offer?
- \* Who are your customers ?
- \* Why do they buy from you?
- \* Which are your most profitable customers?
- \* How do you price your products/services?





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## \* **Selling in a Small Business**

- \* Often responsibility of owner
- \* “Accidental” sales person
- \* Match strategy to personal style
- \* Enthusiastic and knowledgeable about product / service

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## Your Sales Strategy

- \* Know your customers – targeting, research
- \* Know your product / service – benefits, differences
- \* Select your channels – direct, intermediary
- \* Develop a plan – targets, resources, monitoring
- \* Build resources - customer database, collateral
- \* Sell effectively – *your* sales approach, new customers, existing customers, training
- \* Measure & improve – review results

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- \* Gain a better return for our efforts

## What do people buy?

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- \* Solutions to their problems



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It is not your customer's job to remember you.  
It is your obligation and responsibility to make sure  
they don't have the chance to forget you.

**-Patricia Fripp**

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