

Developing Your Sales Strategy

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

-Bob Hooley

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

Identify tactics and methods to improve sales performance

Marketing Accomplish

Christine Southern



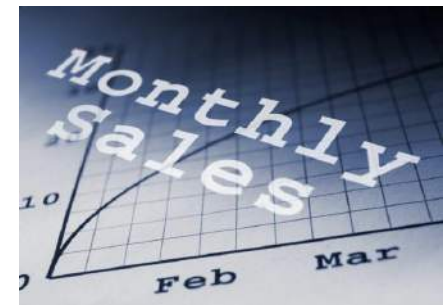
Developing Your Sales Strategy

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?



Developing Your Sales Strategy



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>

Developing Your Sales Strategy

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



Developing Your Sales Strategy



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

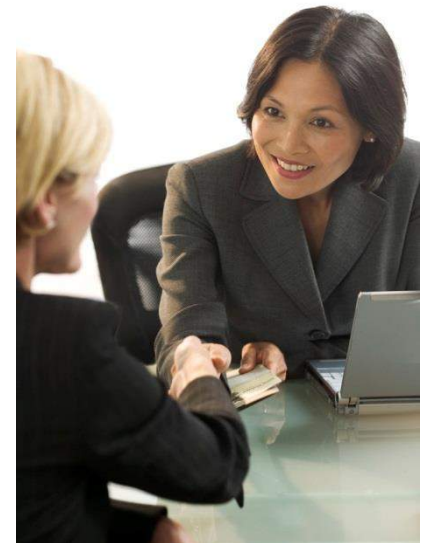
Sales

- * 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?



Developing Your Sales Strategy

* **Selling in a Small Business**

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



Developing Your Sales Strategy

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



Developing Your Sales Strategy

Why Do We Need a Sales Strategy?

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

What do people buy?

- * Good feelings
- * Solutions to their problems



Developing Your Sales Strategy

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

Marketing Accomplish

Christine Southern

christine@marketingaccomplish.co.uk

www.marketingaccomplish.co.uk

Tel: 020 8798 0148 Mob: 07931 174 500

