
Sales Leadership Workshop

Twelve Keys to Improving your Sales Effectiveness

Overview

Whatever your business, it is likely that you are effected in some way by the current economic conditions. 'Business as usual' is probably not the best response in this case. What is needed is a complete review of your sales methods, tactics and strategy and the implementation of some new approaches to generating business. This is the focus of this senior management workshop.



Who will benefit

This workshop style event will benefit Sales and Marketing Directors, business owners and senior executives, sales managers, team leaders and those responsible for business development and growth.

This course has been designed and developed by Graham Roberts-Phelps, a specialist business consultant. It is based on many years of experience from working with many organisations around the world. It presents 12 key elements that have been found to be the most 'common problems' or 'opportunities for improvement' in a sales operation.

During the workshop, using a simple but comprehensive methodology, you can analyse your current performance and effectiveness in each of these areas and share ideas with your peers. This will produce a concise and clear overview and understanding, detailing objectively the current situation for each of these points and how, if appropriate, each area might be improved.

The course also features case-studies, discussion, high quality presentation and practical action planning sessions.

Main learning objectives

1. Create a more strategic and planned approach to your sales growth, taking into account tougher market conditions.
2. Identify practical and innovative ways to improve your sales results in the short, medium and long term.
3. Ways to compete more effectively in the marketplace and 'push-back' on restraining market or economic trends.
4. New methods of motivating, directing and supporting sales and client-facing people.
5. How best to integrate different forms of sales and marketing activity, and measure the ROI and profitability of our activities and programmes.
6. Run sales and marketing campaigns in a more cost-effective way.
7. Apply a 12 point improvement plan to your business.

Key learning points

Here are the 12 key elements upon which the workshop is built:

1. Creating a more balanced sales portfolio by pro-actively managing and developing your customer base.
2. Achieving more cost-effective lead-generation and new customer acquisition through smarter sales and marketing activities, avoiding lead generation overspend.
3. Beating the sales 'roller-coaster' – improving the consistency of month-to-month sales results
4. Implementing an 'organised persistence' program to ensure consistent follow-up – a low-cost and high-gain 'personal contact strategy' for keeping in touch with your customer base, prospects and useful contacts.

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5. Company, product and solution differentiation – using the ‘comparative advantage’ model to more clearly explain to customers what makes you different from your competitors, as well as justifying higher pricing.
6. Improve the motivation and sales conviction in your people - Do your sales team believe in what they are selling? And your prices? Can they close and ask for the business effectively?
7. Improving the use of sales time: How much time is actually spent with customers, talking to customers, or working directly on business development activities?
8. Using ratios to measure and improve individual and team sales productivity, plus solutions to common sales productivity problems.
9. Customer development – practical ways to maximise individual customer potential through up-selling and cross-selling, especially through price and promotional campaigns.
10. More effective sales pipeline review – improving your sales reporting, qualification and pipeline management so that it makes a real contribute to improving sales effectiveness.
11. Increasing sales skills and customer ‘impact’ – making sure that your people are an asset and not a liability, by growing skills and knowledge continuously.
12. Managing the variance in sales performance – how to close the gap between the highest and lowest performing sales people.

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