

ONLINE TOOLS PROGRAMME

Number One:

Setting Your Business Up For Sales Success

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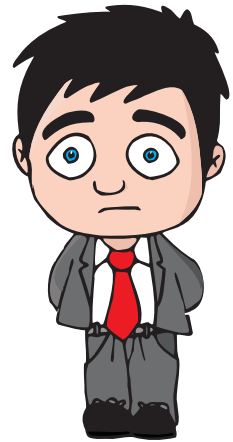
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1. Background

In times of tough market conditions the sales competency of an organisation is inevitably tested. When conditions are good, customer orders flow, numbers are hit and people are happy! However it is a different story when budgets tighten and customers are more selective and careful when placing orders. This is when sales mettle is tested and sadly many don't pass the test. This 'tool' shows you win business in the toughest marketplace.



2. The Sales Mix

To get to the first level of Sales effectiveness you or your team needs to possess 'front line' skills in three particular areas:-

Call Structure

Selling Tools

Influential Technique

By building these three elements into your operation you give yourself the best opportunity to convince your customers that they should support you and also ensure that you are able to match your competition in terms of sales competency.

Let's examine each of these and cover what's needed to set them up in your business.



Call Structure

WHY? Because a sales call that has a structure and a method behind it will follow a pattern that delivers the best result from each call. The alternative is a scattergun approach where results are mixed to say the least but if you have determined the right call structure for your business that is followed **every single time** you or your salespeople visit a customer, you will give yourself the best chance of optimising the results from the call. The call structure will vary by industry/ type of business and type of customer but, in our experience **FIVE ESSENTIAL STEPS** must be carried out to ensure that opportunities are not missed and that a professional call is undertaken. These are:

PREPARATION
PRE CALL CHECK
PRESENTATION
CLOSE
RECORDS/ FOLLOW UP

We'll examine each step and why they need to be there for all calls:-



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