



Sales Strategy

A Sales Strategy

- A roadmap to achieve the sales goals of a business.
- Is a dynamic document that changes often based on feedback from sales people, market data, customers, etc.
- Successful sales is a deliberate activity. You can't just sell here and there, or pick up the phone whenever you have a minute. It requires persistence, energy and focus.
- Describes how a business will attract, retain and develop customers. It is a blueprint for success.
- Defines selling activities and outcomes.
- Helps wisely allocate people, time and money.
- Helps to correctly allocate resources to achieve sales goals.
- Starting a sales process takes extra energy, but once you get that energy going, it becomes easier to maintain.

Challenges a Sales Strategy Addresses

- Slow, stagnant or declining sales revenues.
- Merger of sales forces after an acquisition.
- Start-up of a new venture.
- New product introductions.
- Launch of a new competitor.
- Expansion to new markets.

History.



- Do you have a 2017 sales strategy in place? Yes/No. If yes, please attach it.

- Please complete the following table of your sales for the past 6 months. This will help us serve you better. (Please complete this section honestly. Don't forget that we have a non-circumvention non-disclosure agreement in place. Your revenue will therefore be kept confidential).

- What was your turnover for 2016?

Month (specify)	Sales Target	Sales Revenue
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Sales goals.

What are the sales goals (including sales revenue) of your business for the next year? [Your goals should be specific, measurable, attainable, realistic and time specific – and stated in either monetary or volume terms. For example: ‘We want to acquire 5 new clients per month, with a targeted contract value of R5 million for the next year’ OR ‘we want to sell 150% of projected sales within the next year’. Be as realistic as possible in your forecast. Use your recent revenue history as a guide, accounting for significant changes in the market that may decrease your revenue or create new opportunities in the future.]

Break your goals into quarterly, monthly and weekly targets:

Quarterly

Monthly

Weekly

- Complete the following table with regard to the new opportunities you are pursuing?

New Opportunities	Potential Value	Probability (%)	When do you expect closure of deal
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What is your sales forecast (what do you project you will achieve) in terms of the following:

- What is the sales measurement unit you use in your business (e.g. service hours, units sold, etc.)
- What is your gross profit per unit mentioned above?
- How many units do you plan to sell for the year to hit your annual sales target?
- What is your anticipated profit margin per product/service?

Resource, skills & capabilities.



- How many sales staff members do you have? (sales managers, sales people, etc.)
- What resources (e.g. sales staff, money, office space), skills (i.e. technical training) and capabilities (e.g. sales planning, key account management) are required in order to support your goals and objectives?
How much will these cost you?
- Resources
- Skills
- Capabilities

Target Market.

- Who is your target customer for each product/service?
- Which geographical area(s) are you targeting per product/service?
- What is the size of your market(s) in monetary terms?
- What are the current and projected market or demand drivers for your product/services?
(E.g. legislation, consumer demand, seasonal factors, technology, etc.)
- Who is the person you generally sell to per product/service? [CEOs, marketing managers, HR managers, etc]
- When a potential customer does not purchase your products/services, what are their stated reasons?

Products/ Services.



- What are the products/services that your company sells/offers? List each of your offerings.
- What are the general customer pains [frustrations, obstacles, annoyances, malfunctions, fears, etc.] that your products/services aim to solve?

Competitive Advantages.

- Who are your competitors? What are their products/services, size, revenue, strengths/weaknesses?
- Are any potential competitors on the horizon?
- What are your competitive advantages or unique selling points? How are you better, cheaper, faster . . . List them all.

Growth Strategies.



- Do you plan to increase your product/service range for 2017? Please elaborate. By when do you plan to do so?
- How much sales do you think that new offering should bring in over the next year?
- Do you plan to enter new markets (expand geographically, or reach a new audience)?
- How much sales do you think that entry should bring in over the next year?
- Do you plan to do any merges or acquisitions? Kindly elaborate?
- How much sales do you think those merges/acquisitions should bring in over the next year?
- Which partners (current and potential) do you have to deliver your offering to the market. What are their specialities?

Route to Market.

- How will you reach the customer?
 - o Directly (e.g. cold calling, networking, emails, telesales, LinkedIn, e-commerce, etc.)
 - o Through channel partners? Which ones and why?
 - o What is the percentage markup you make per partner?

Marketing Support.



- What marketing efforts do you plan to employ to support your sales endeavours?
E.g., trade shows, webinars, print advertising, websites, social media, etc.
- How much did you budget for these marketing efforts?
- Are the following marketing materials professionally prepared in order to assist your sales efforts?
Website
Sales brochure
Email signature
Business cards
Powerpoint presentation
- If not when and how will you get them ready?

Sales Management.

- What systems do you have in place to review or track sales performance?

[Weekly sales reports, sales management meetings, monthly & quarterly reviews, etc.]
- What performance incentives do you have in place? e.g. prizes, bonuses, etc. [Ensure they are realistic, challenging and motivating].
How are these incentives structured?
- What is your discount structure?
- Does your sales person/team have a detailed and documented profile of each customer (needs, company size, purchase history, psychographics, buying process, etc.)?

- Complete this for each of your sales people (copy the set of the metrics below for each additional sales person you have)
- o New clients. Each sales person has to: (be realistic)
 - Send about _____ emails to new prospects each week
 - Make _____ cold calls of introduction to new prospects each week.
 - Make _____ face-to-face contacts with new prospects each week.
 - Create _____ proposals each week
 - Make _____ presentations each week.
 - Complete _____ tenders per month (if applicable)
 - Join/participate in _____ professional associations and organisations per _____ that his/her best prospects and customers belong to. Where possible, purchase the mailing list of these associations and organisations
 - Attend _____ trade shows / expos per year. List them, their dates, and costs.
- o Existing customers
 - Knock on no less than _____ new doors, departments and divisions within each of my existing customers' businesses.
 - Get _____ referrals per _____ (names and phone numbers of someone your customer personally knows who may have use for my products) from my existing customers
 - Contact each existing customers no less than _____ a month with a new idea they cannot get from anyone else.
 - Personally meet _____ top executives at each of my existing customers' businesses per _____
 - Create a noteworthy monthly newsletter.
 - Take at least _____ existing customers to lunch each month.
- What is the length of a typical sales cycle per product/service (one week, 2 months, 6 months?)
- What is the conversion rate per sales person, i.e. for every 10 prospects seen, how many translate into sales deals?
- Identify your top 20 clients, state your next step with each of them, and how much you hope to unlock in sales from them for the year?