

DENISE
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**INTEGRATED MANAGEMENT
& SALES CONSULTING**



Denise Horan
presents

*“Building a Successful Sales
Organization”*

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Three Keys to Success

- Know your value to the customer
- Have a written sales plan
- Communicate to all employees



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Planning

“The great thing in this world is not so much where we are, but in what direction we are moving.”
-Oliver Wendell Holmes



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Strategic Planning

- Corporate Vision
- Mission Statement
- Business Goals
- Your Message
- Your Alliances and Partners



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Marketing Strategy

- Who will buy?
- Where will you service?
- What do the customers want?
- Why will they buy from you?
- How will you deliver?



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Marketing Plan Summary

- Assess your Market – Research
- Competitive Analysis
- Your Niche
- Your Target Market
- Pricing and Value
- Marketing Message



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Assess Your Market Niche and Current Sales Environment

Who is your target market?

Action Steps:

1. Profile your existing clients
2. Determine the best clients for you
3. Identify your target industries and target clients

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Assess Your Customer's Needs

Why will they buy from you?

Action steps:

1. Survey your clients
 - What values do you bring them?
 - What solutions do you provide?
2. Research specific industries or companies for specific needs or trends

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Plan Your Revenue Goals

“If we want more roses, we must plant more trees.”

- George Eliot

Action steps:

1. Consider your size, the economic conditions, your resources, and your team
2. Set goals such as “we will increase our revenue by 20%”

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Write Your Strategy for Success

"The world stands aside to let anyone pass who knows where he is going."

- David Starr Jordan



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People

- Train everyone in your office to be revenue producers. Without sales-minded employees, the company will not succeed. The customers pay your paycheck!



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Hire the Best

Recruiting

- How will you find best?
- Where will you find the best?

Interviewing

- What do you need to know about the candidate?
- What are successful sales traits?



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Compensation and Incentives

Are you driving the behaviors that will help you reach your goals?

- Pay for performance
- Recognize the right performance



Train and Re-Train the Best

- Invest your time and money in the best salespeople. They will get better!

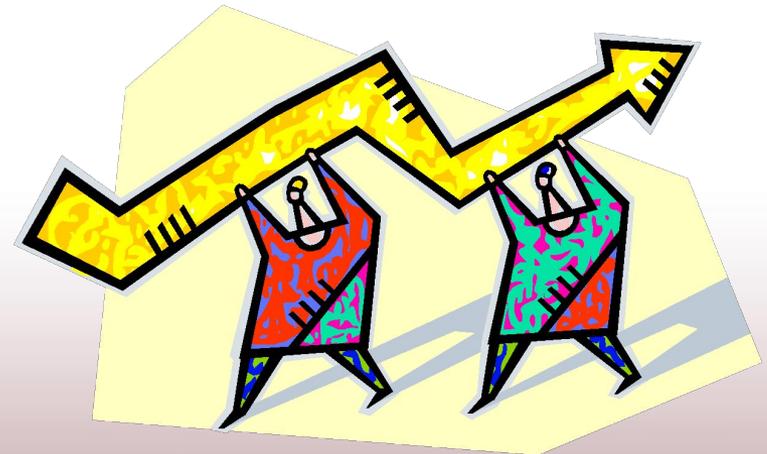


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Hold Your Employees Accountable

- Review Goals
- Evaluate Them
- Listen to their Ideas and Feedback
- Reiterate your expectations



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Create a Winning Team

Set clear expectations for your team:

- Track performance
- Report performance
- Celebrate successes



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Repeat Your Message

- Send a consistent message to your team on a regular basis
 - Your vision
 - Your goals
 - Your expectations
 - Your views on the market and the customer

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Share Your Successes

- Public relations
- Newsletters
- Recognition letters
- Testimonials
- Case studies



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“Leadership success will be determined on how well companies motivate and empower the people they employ.”

-David Altany

From the article “Lead Now or Forever Rest in Peace”

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