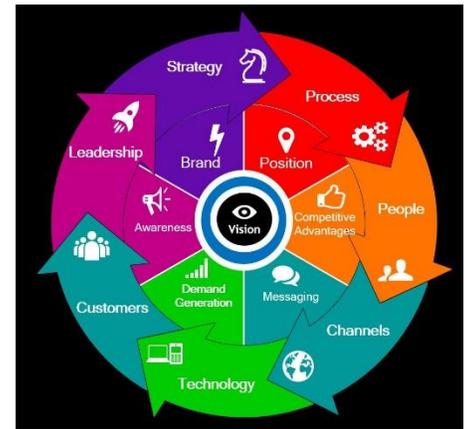


# How Top Sales Leaders Make an Impact in 90 Days

If you're new in role or simply want to breathe life back into your sales team then often the most challenging thing can be knowing where to start. With so many moving parts understanding where the "low hanging fruit" is will allow you to generate some quick wins and demonstrate success.

You may already have a 90 day plan but want to sense check your thoughts before executing on the plan.

In some cases existing leaders may wish to review or benchmark where they are before implementing any improvement plans and either way we can help.



**Review and benchmark any sales team in 1 hour regardless of the product or service!**

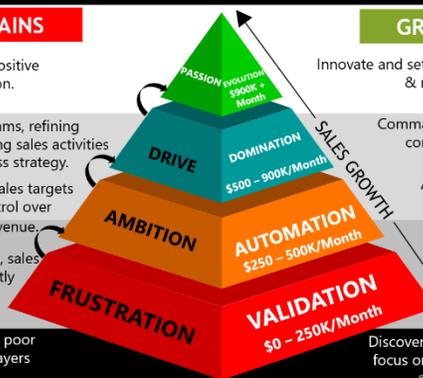


- ✓ Review and benchmark your sales team in 1 hour
- ✓ Create a Sales Improvement plan fast
- ✓ Generate quick wins to demonstrate capability
- ✓ Start driving predictable sales results
- ✓ Kickstart existing sales units now

### Klozers Sales Breakthrough Blueprint

Blueprint for Sales Success

GROWTH PAINS	GROWTH GAINS
<ul style="list-style-type: none"> <li>✗ Strategising, maintaining positive culture and brand reputation.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Innovate and set market new trends in existing &amp; new markets as a brand leader.</li> </ul>
<ul style="list-style-type: none"> <li>✗ Building out Leadership Teams, refining Vision &amp; Values, and aligning sales activities with the companies business strategy.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Command your market &amp; crush your competition as the Go-To player.</li> </ul>
<ul style="list-style-type: none"> <li>✗ Organic growth is stalled, sales targets are missed, there is no control over sales, resulting in erratic revenue.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Automated systems &amp; process. New channels &amp; markets</li> </ul>
<ul style="list-style-type: none"> <li>✗ Little or no lead generation, sales people unable to consistently generate new sales leads.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Refine the sales messaging, identify opportunities and create campaigns.</li> </ul>
<ul style="list-style-type: none"> <li>✗ Low staff engagement with poor performers staying &amp; A players leaving.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Discover what your team needs to focus on right now to grow Sales.</li> </ul>



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# SALES TEAM EVALUATION CHECKLIST

Take 60 seconds and score each of the points below that are both relevant and or important in your business.

*Please score each of the following statements out of 5.*

1 out of five being a serious problem; 5 out of 5 being no problem, we are perfect.

1. FINDING NEW SALES OPPORTUNITIES		
Score 1 - 5	Challenge	
	Do our Sales people always have something else to do when it comes to time for prospecting?	
	Do our Sales people have a clearly defined profile of what our perfect prospect looks like?	
	Do our Sales people have the skills to prospect, online and offline?	
	Do our Sales people have the confidence to prospect for new business?	
	Do our Sales people get in front of enough new prospects?	
	Do our Sales people rely on marketing for leads?	
	Do our Sales people get enough referrals?	
2. KLOZING NEW SALES OPPORTUNITES		
Score 1 - 5	Challenge	
	Do our Sales people close enough new business?	
	Do our Sales people talk with enough decision makers?	
	Do our Sales people rely on discounting to win new business?	
	Do our Sales people know what differentiates us from the competition?	
	Can our Sales people articulate why prospects should buy from us, versus maintaining their status quo?	
	Do our Sales people give lots of presentations but close only a few?	
	Do our Sales people effectively, proactively and accurately manage their sales pipeline?	
3. RETAINING & GROWING ACCOUNTS		
Score 1 - 5	Challenge	
	Do our Sales people have and follow a client retention strategy?	
	Do our Sales people only have one contact in any of our accounts?	
	Do our Sales people consistently follow their Key Account Planning?	
	Do our Sales people actively seek out new opportunities in our client accounts and sell across our portfolio?	
	Do our Sales people over commit to clients causing needless pressure on other parts of our business?	
	Do our Sales people know how to control the sales conversation?	
	Do our Sales people have the skills or confidence required to negotiate with Senior Executives?	
Finding	Out of a possible 35	Please note these figures are only a guide due to the many variables involved.
Klozing	Out of a possible 35	
Growing	Out of a possible 35	
TOTALS	Out of a possible 105	

Focus your people on the high value activities of Finding, Klozing & Growing, and sales are guaranteed

