

PREPARING TO SELL (Part 1)

Introduction

Sales is the lifeblood of any business and can often be the most difficult to create, sustain and grow. However, whilst no two businesses are identical, all successful businesses share some common sales strategies and techniques. This module is designed to capture where your own business is in relation to those sales strategies, and help you identify areas which have either not yet been completed, or areas you feel may need to be revisited and updated. This module will help form the basis of your 90 day sales plan, which we will create at the end of the workshop.

Learning Objectives

- Benchmark where your business is currently from a Sales perspective
- Benchmark where you are personally from a Sales perspective

Action Points

- Identify any gaps in your current Sales Strategy
- Prioritise which gaps will need actioned as part of your 90 Day Sales Plan

SALES CHECKLIST Who We Are & What We Do	
1) Do You Know Your Brand Values & Brand Mission?	
2) Do You Have a Sales & Marketing Strategy?	
3) Do You Have a Sales Plan?	
4) Do You Have a Sales Budget & Resources Identified?	
5) Do You Know Your Personal Roles & Responsibilities Regarding Sales?	
6) What Are Your Core Products & Services?	
7) Have you identified & confirmed all your sales channels?	
8) How Do You Articulate Your Products & Services to Prospects?	
9) Do You Have White Papers & Case Studies?	
10) Do You Have Customer References?	

LESSONS LEARNED

In this session I learned...

As a result of this, the positive behaviour I will now start doing is ...

As a result of this, the negative behaviour I will now stop doing is ...

PREPARING TO SELL (Part 2)

Introduction

The market in which we sell can often dictate how we sell in order to be successful. It is therefore vital that we know and understand this as early as possible, in order that we can maximise each and every sales opportunity. This information forms the basis of our sales messaging that our prospects see, hear and base their decisions to buy or not to buy upon. In sales the margins between winning and losing are most often inches not miles. Without any initial research and preparation we are simply hoping for success, and hope is not a strategy.

Learning Objectives

- Understanding our customers, and their wants and needs
- Understanding our competition, and how they position themselves
- Understanding our products and services
- Understanding ourselves, accountability, and sales discipline

Action Points

- Identify any gaps in your current Sales Strategy
- Identify gaps within your sales and marketing collateral
- Identify areas for personal development necessary to be successful in sales
- Prioritise which gaps will need actioned as part of your 90 Day Sales Plan

PREPARING TO SELL Understanding Your Market	
1) Who are Your Customers?	
2) Where are Your Customers?	
3) What Pains Will Our Customers Willingly Pay Us Money to Eliminate?	
4) Who Within Those Customers "Owns" the Business Pains We Cure?	
5) Who Within Those Customers "Owns" the Business Solution We Provide?	
6) What Are Your Customer Stories?	
7) What is Your Differentiator?	
8) How Do You Position Yourself?	
9) Who Is Our Competition?	
10) How Does Our Competition Position Themselves?	

PREPARING TO SELL
Preparing for Sales Meetings

11) What Is Your Personal Brand?

12) What Is Your Personal Mission?

13) What Is My Sales Role?

14) What Are My Sales Responsibilities?

15) What Are My Critical Success Factors?

16) What Sales KPI's Will I Be Held Accountable To in the Next 90 Days?

17) Can I Recall From Memory All of the Above In Front of My Board of Directors?

If not please return to the beginning and start again until you can.

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