

Sales Strategy Optimisation



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Where am I today?

- What is my sales environment?
- Are you looking to target new customers?
- Are you maximising your sales with existing customers?



COMPANY CULTURE & VALUES

Company culture and behaviour is a key element to your sales success.

HOW THE COMPANY WORKS WITH SALES?

Successful businesses have seamless boundaries between all departments

PROPOSITION & MARKETING

Changing your marketing to meet customers' requirements and sales process changes is important



COMPETITION

You cannot control the competition, but you can have an agile strategy to beat them.

REWARD

Winning Sales culture covers the whole business

- Sales touches everyone
- Sales is about the Customer experience
- Look at the world through the “Buyers Journey”

Creating A Sales Strategy...

What is **Strategy**

The Oxford English Dictionary, Quotes....

“A Plan To Achieve A Long-Term Aim”

“Planning and Directing A Military Activity in A War Or Battle”

What Do You Want...

■ Objectives

The Steps Needed To Achieve Goals

- Specific What Do You Want
- Measurable What Is Success
- Achievable Is It Realistic
- Results Will It Achieve Bus Results
- Time When Will It Be Done

Route To Market...

- What is your Market Place?
 - ? Who do I sell to
 - ? What is the market size/potential
 - ? How mature is the market
 - ? What are my key differentiators

Route To Market...

- Who else operates in this space
- ? Who are your competitors
- ? How do they operate
- ? What are their strengths & weaknesses
- ? What are the alternatives

Route To Market...

Key areas to consider

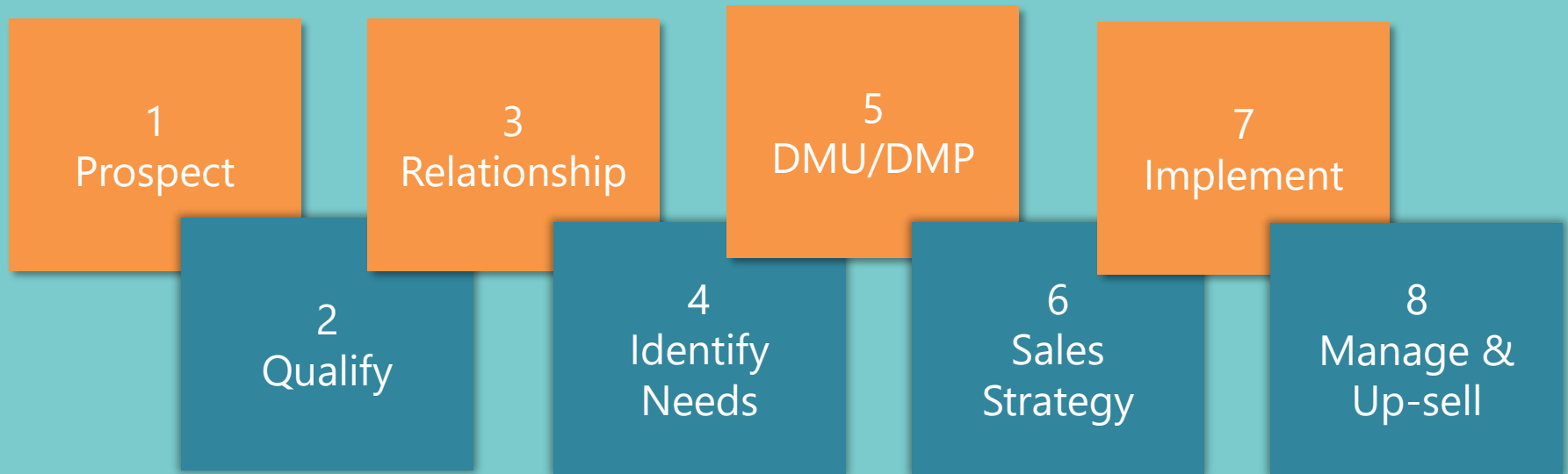
A	Awareness
C	Coverage
C	Consideration
H	Hit Rate

Prospecting

Sales

Process, Style and Structure...

- Build your Sales Process, through the Buyers Journey



Process, Style and Structure...

- How do I sell and what skills do I need?
 - Transactional
 - Solution
 - Consultative
 - Sales Skills
 - Sales Expertise

Sales Management...

Key to Sales Success is good Sales Management.

- Setting Sales Targets
- Leading Measures
- Sales Reviews
- Coaching And Motivation

Account Strategy...

- Different to one off sales
- Specific Account game plans
- Planning and Preparation

“Planning and preparation is more effective... than not”

Account Strategy...

“From the moment you pursue a sale someone is trying to beat you to it...”

“From the moment you win it someone is trying to take it from you...”

Account Strategy...

- Four effective Account Strategies
 - Attack
 - Defend
 - New Game
 - Additional Supplier

Account Strategy...

- Attack (what you need)
 - Clear advantage - In value, performance etc.
 - Customer agrees advantages
 - Customer support, sponsor
 - Ability to act quickly

Account Strategy...

- Defend (what you need)
 - Credibility with your customer
 - Good customer relationships
 - Customer understands your value
 - Account intelligence

Account Strategy...

- New Game (what you need)
 - Credible business case
 - Customer support, sponsor
 - Good timing
 - New game plays to your strengths

Account Strategy...

- Additional Supplier (what you need)
 - Good account intelligence
 - Customer support, sponsor
 - Good relationships
 - Ability to respond well and quickly

Today's break out question

- What could you do for your customers?

- How will you present this to them?

Sales Strategy...

- Summary
 - ✓ Know what you want
 - ✓ Understand how to get it
 - ✓ Decide how best to operate
 - ✓ Make it happen!

Keep this in mind...

Know yourself, know your enemy, and you need not fear one hundred battles. Know only yourself and not your enemy, and for every victory gained you shall sustain defeat. Know neither yourself nor your enemy, and you shall succumb in every battle.

Your strength will eventually become your weakness.

The key to victory is not in defeating the enemy, but in defeating the enemy's strategy; therein lies their vulnerability.

(The Art Of War-Sun Tzu)



**Thank you all
for your time**



Jonathan Viney



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- Any questions? Don't hesitate to call or email

Key Sales Factors...



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Why do people buy?

“If people know what they want,
understand how to achieve it,
and have the ability to action this...

The odds of success increase
dramatically”

What do you sell?



- Features
- Advantages
- Benefits

- Feature

A feature describes the key characteristics of a product or service e.g. What it does?

- Advantage

An advantage describes how a product, or a product feature, can be used or can help the customer e.g. How its applied?

- Benefit

A benefit describes how a product feature or advantage meets an explicit need as expressed by the customer. E.g. What it does for them i.e. Saves time, money etc.

- Unique selling points

This is a feature, advantage or benefit that only your product or service provides and this gives you an advantage over your competitors.

■ What is your value proposition?

- Is the value a company promises to deliver to customers should they choose to buy their product. A value proposition is also a declaration of intent or a statement that introduces a company's brand/offering
- Step One: Know Your target audience.
- Step Two: Know Your Product, Service or Idea.
- Step Three: Know Your Competitors.
- Step Four: Define the Customer Proposition.
- Step Five: Create you Value proposition.

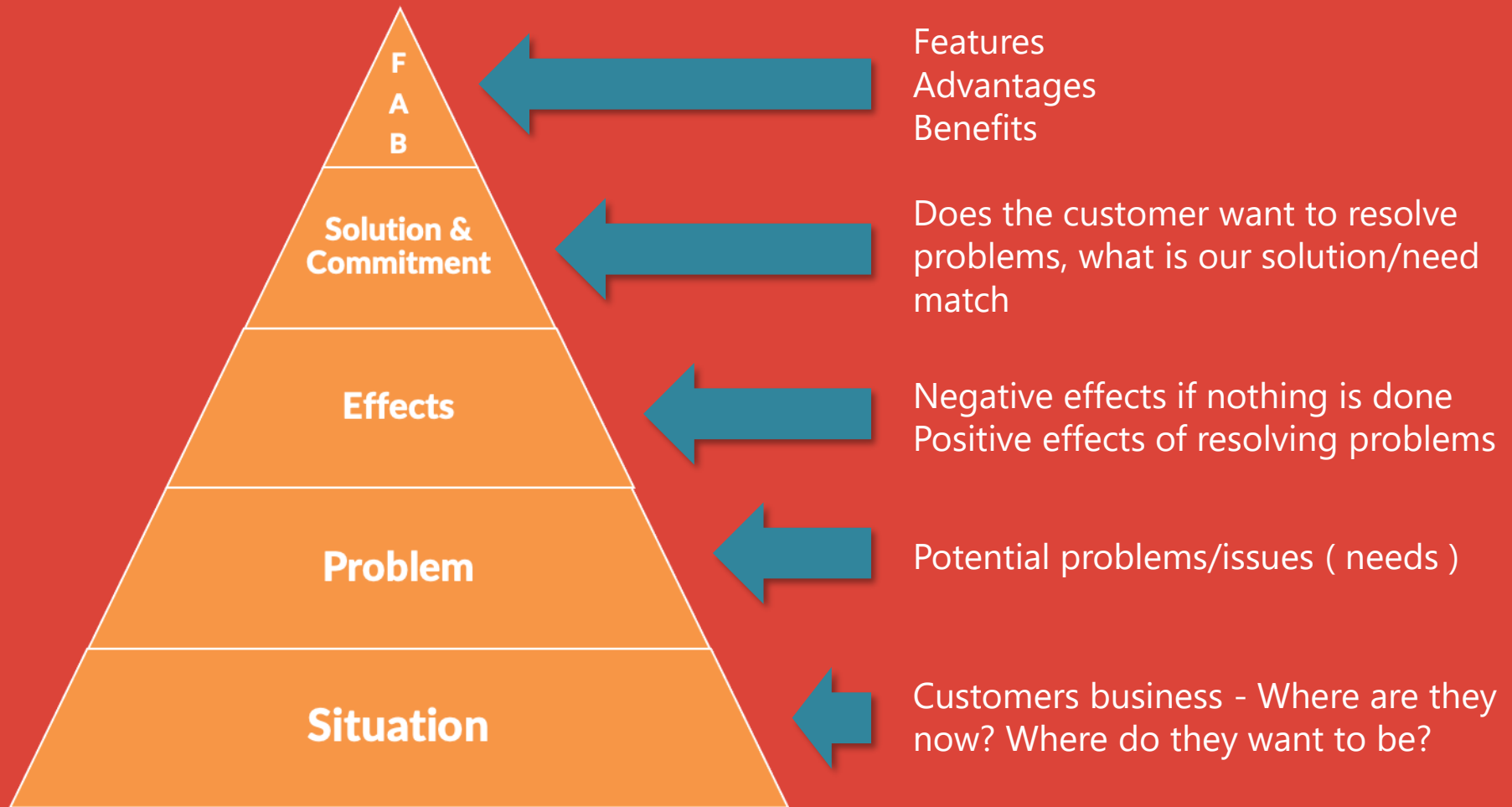
Your "1" Minute Intro

- We work with industry/client....
- Who have a problem with...
- We delivered this solution...
- So that...
- Which means that...

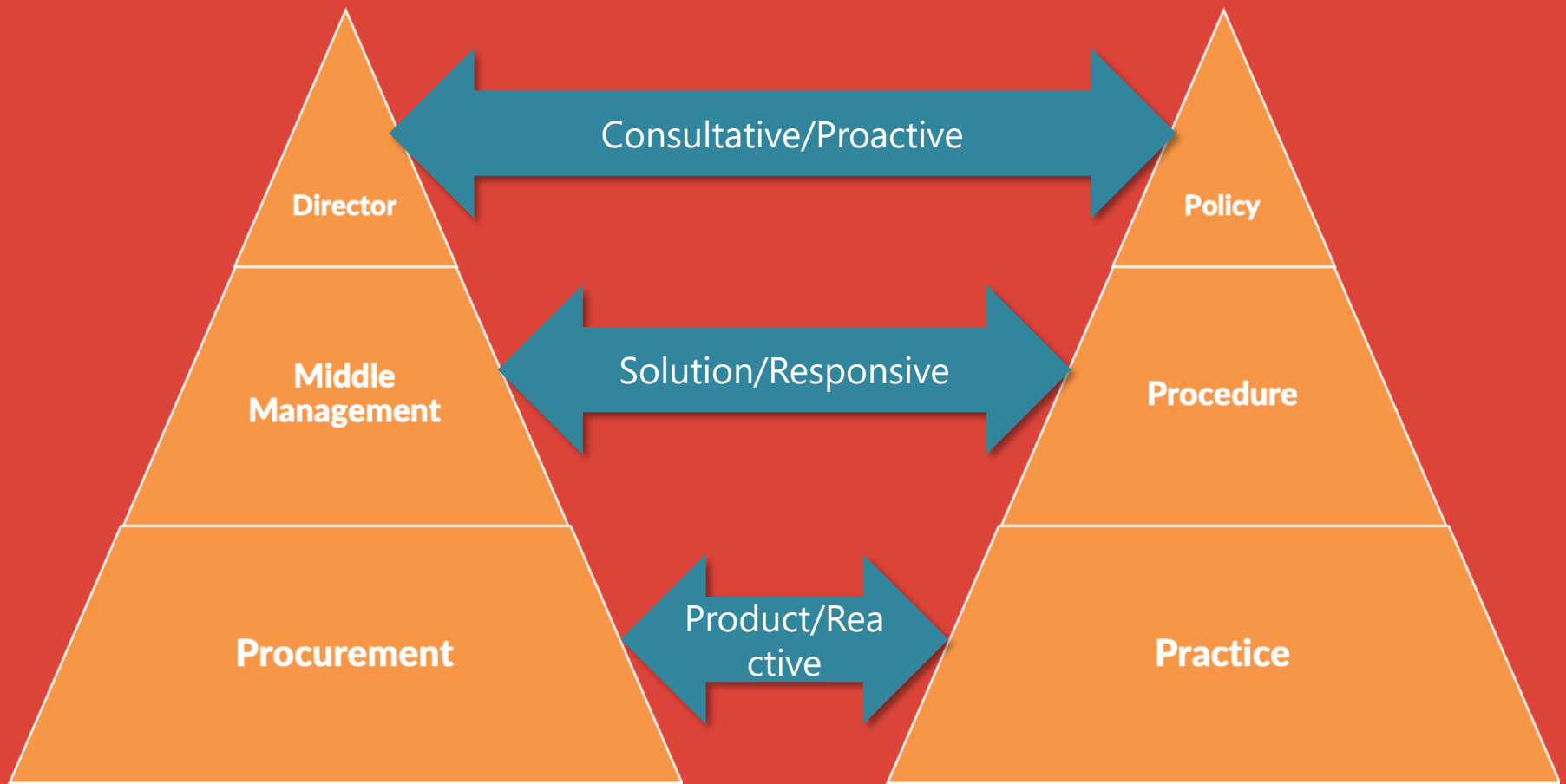
Today's next break out

- We work with industry/client....
- Who have a problem with...
- We delivered this solution...
- So that...
- Which means that...

Sales Triangle...



Sales Triangle...



In summary

- Define all the elements in your sales factory
 - Review all your elements regularly!
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- Do lots of continuous 1% improvements
 - Engage with your sales people
 - Engage with your prospects
 - Engage with your customers



**Thank you all
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