“Let’s Get It Started”

Michigan Family Business Center
February 21, 2013
Warwick Hills Golf & County Club
Sales Management Process

- Goals
- Objectives
- Targets
- Training
- Developing
- Execution
- Reporting
Goals

- Consistent with Company Strategy & Mission
- Specific
- Measurable
- Within a time dimension
Objectives

- Sales expectation
- Prospect Targets
- Prospect education
- Client Servicing
- Client education
Targets

- Suspects
- Prospects
- Clients
- Centers of Influence
- “TOP 35”
Suspects

- The population that MAY have interest in your products/services
- Within your reach
- May be able to purchase
- May be able to consume
- May be able to pay
Prospects

- The population that you believe have interest in your products/services
- Are able to purchase
- Are able to utilize
- Are able to pay
Clients

- Existing relationships
- Known ability to purchase
- Known ability to utilize
- Known ability to pay
TOP 35

- List top 10 most valuable client relationships
- List top 10 “samplers”
- List your competitor’s 10 most valuable client relationships
- List the top 5 Centers of Influence in your market
Top 35–MVP Client

- List your top 10 MVP Clients:
  - Clients that make a material contribution to the financial success of your business
  - Clients that influence other purchasers
  - Clients that provide “legitimacy” to your business
  - If they left you would immediately “feel it”
Top 35 Samplers

- List the top 10 Clients that use a few of your available products/services:
- Clients that have the capacity to be a MVP for your business
- Clients that consider you an acceptable provider of service
- Clients that are an MVP of your competitor
Top 35 COIs

- List the top 5 Centers of Influence (COIs) in the industry you serve
- These are individuals, companies and organizations that shape or sharpen opinions
- The usual suspects of COIs are advisors, both formal and informal
- Value of COIs
Training

- Insure staff has a clear understanding of the products/services they represent.
- What are the features and benefits of the products/services?
- What are the boarding processes for the delivery of the products/services?
- What are the costs of the products/services?
Development

- What is a good client?
- What is a good prospect?
- Relationship building
- Problem solving
- Value proposition
- Closing
- Servicing
Execution

- Putting it all together
- Earn the trust
- Discover the need
- Present the solution
- Ask for the business
- Close the deal
- Service the client
- Look for more opportunities
Reporting

- Periodic (weekly) reporting on activities that lead to success
- Periodic (upon occurrence and monthly) reporting of success
- Weekly activity reporting and commitment for the following week.
THANK YOU

- If this session provided value to you please let us know and please pass on this information
- If this session did not provide value to you please let me know and tell no one
- Please let us know of any future topics that you wish to have scheduled
- Never miss an opportunity to express gratefulness and I THANK YOU for