
Sales



Selling is a process; a process that few sales people see through to the end. You must be in constant touch with all your leads, contacts & prospects. Using the principles of 'evidence based management', a series of simple steps will guide your company through its sales journey.

1. Identification
2. Intelligence
3. Relationship
4. Following up
5. Close

Identification: analyse your existing customer portfolio to establish their parameters, such as structure, turnover, sector, geography. This will tell you two things, one - who is worth pursuing and two, what future customers may look like.

Intelligence: analyse your customers and prospects in terms of performance, ability to pay and how the owners do business. Gain an understanding of them with respect to your product or services that they use. Rank them according to the strategic fit, compatibility with your goals and the benefit that they will bring to your own business. This will enable a clear approach and generate a more positive outcome. I am often asked how I generate sales. We use a combination of email broadcast, letter and telesales. You must identify which approach suits you and your customers best.

Relationship: Your Intelligence allows you to take this confident approach and provides sensible discussion points for your meeting. Your customer sees that you have an interest in his business and will welcome such a positive attitude.

Follow up: Analyse each sales meeting and follow up. If you have said you will do something, do it immediately. Information technology means that information can be sent from mobile applications. It will impress. Be persistent and keep in touch.

Close: The one closed question that needs to be asked - Are you going to buy? Yes or No.

Tasks to be completed:

- 1 Review. Who do you really want to do business with?
- 2 Establish the sales process with your team
- 3 Create a bank of future customers and identify their value
- 4 Start building & reinforcing your customer relationships