



Partnering for Excellence

Template for Partner Best Practice Sharing (15 min)



Partner Presentation Sales Management Process

Effective sales management processes that accelerate revenue generation.

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How do you manage your sales funnel and activities? Whether the process is a simple spreadsheet or rigorous forecasting involving the entire sales staff, successful partners have learned how to track and close business. Explore best practices for ensuring sales productivity and revenue generation.

Parts of the Presentation	Content	Time
Opening	Why my old Sales Management Process Is not working anymore	2 min
Problem statement	The Days of Simple Selling Are Gone	1 min
How do you manage sales funnel and activities today?	Cradle to grave systematic approach that generates better sales productivity and revenue generation.	10 min
Recommendation	3 Critical Steps for Success	1 min
Conclusion	Closing remarks	1 min
TOTAL		15 MIN

The Problem

The Days of Simple Selling Are Gone

Marketing and Innovation

“Because of the nature of business, it has just two function, and only two.

Marketing and Innovation.

Marketing and Innovation make money. Everything else is a cost.”

Peter Drucker

1. In the past the seller had the power – low information, low technology,, low competition, low choices, easier to make a buying decision
2. Today the buyer has the power – increased competition, increased information,, and pricing competition is creating commodities.
3. Today there are identical marketing messages creating a Confidence Gap causing the buyers to make decision based on price, eroding profit margins.

The Solution

Cradle to Grave Process from Leads Development to Close

Systemization

"In order for any business to succeed, it must first become a system so that the business functions exactly the same way every time down to the last detail"

Michael Gerber, E-Myth

5 Core Components of an effective Sale Management Process

1. CRM – ERP
2. Lead Generation
3. Sales Funnel
4. Forecasting
5. Cash Flow Projections

The Solution

Effective Sales Management Process

Marketing Operations

“The big money goes to those companies with superior marketing operations. Entrepreneurial companies of today **MUST** evolve from being sales oriented to being marketing oriented in order to now win the customer.”

Scott DeGarmo, Editor Success Magazine

CRM – ERP

- Sales people not using your CRM?
- 50% of all CRM implementations fail because that are not utilized by sales people.

Sales Funnel

- Lead
- Qualified – Getting to the “GOODS” Goals, Objectives, Obstacles Issues and Challenges, Desired Results and Success Measurements
- Quoted – “GOODS +” – Its all about recruiting
- Committed
- Won

Recommendations Lon

3 Critical Steps for Success

Long Term Growth

“Organize around business functions, not people. Build systems within each business function. Let systems run the business and people run the systems. People come and go but the systems remain constant.”

1. Take the time to build the system that will generate the greatest ROI should you choose to sell your business someday.
2. Make sure your team is fully utilizing your CRM-ERP to leverage future opportunities, improve forecasting and cash flow projections.
3. Always be recruiting, as it is a mandatory for high organic growth.