

A SME Perspective

**Strategic
Concepts**
There is always a solution !



CREATING WINNING SALES TEAMS



Can you imagine this team without a leader?



Have you seen a Sales Team without a Sales Manager?



THE IMPACT OF A SUCCESSFUL SALES MANAGER

When managers are properly developed, they can have a tremendous impact on the organization.

Revenue:

The coaching that sales managers provide has a dramatic impact on **sales team performance**. Managers who provide effective coaching are able to better develop key sales skills in their direct reports and drive them to higher levels of sales success. CEB research found that seller percentage to goal can be as much as **19%** greater when they have highly effective coaches.



Engagement:

A good manager can also positively impact **team engagement**. Sellers who are more engaged as a result of a strong manager are also more likely to put in incremental effort. These sellers are more productive and more willing to go the extra mile. First line managers effective at people management can improve their teams' emotional commitment by **52%**.



Retention:

Having strong managers in place can drive **seller retention**. Sellers reporting to managers with high coaching effectiveness are less likely to leave the company, an important consideration for sales organizations who hope to retain their high performers over the long term. First line managers effective at people management can improve their teams' intent to stay by **40%**.



Change Management:

The success of any **change management** initiative also hinges on having strong managers in place who can reinforce organizational efforts. For example, combining seller training with coaching yields **4x** the return of training alone. However, without on the job reinforcement from manager coaching, sellers lose 87% of training improvements within one month.



Source: (2012) CEB & SHL data

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5 NECESSARY SKILLS FOR SALES MANAGER





Knowing the Stats:

Smart Managers Take Action

- Set quotas and give your sales team the tools to reach their goals
- Make sure your entire team, not just the super stars receive coaching
- Implement methodology for accessing key players in the buyer's organization
- Design programs to ferret out customer problems and offer solutions
- Show no mercy when cleaning the pipeline
- Allow sales to contribute to overall company strategy
- Align sales and marketing
- Stress sales qualification
- Make the competition part of your strategy
- Have a playbook

There are only **4** factors that impact how much you sell.

Sales Velocity Equation $\frac{\# \times \$ \times \%}{L}$

(Super cool sales math. Really.)

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Click Here to download your
Sales Velocity Equation eBook

Winning Sales Teams need a Sales Leader (Not Manager)





I HAVE NO TIME FOR
SALESMEN! ... CAN'T YOU
SEE I HAVE A BATTLE
TO FIGHT?!

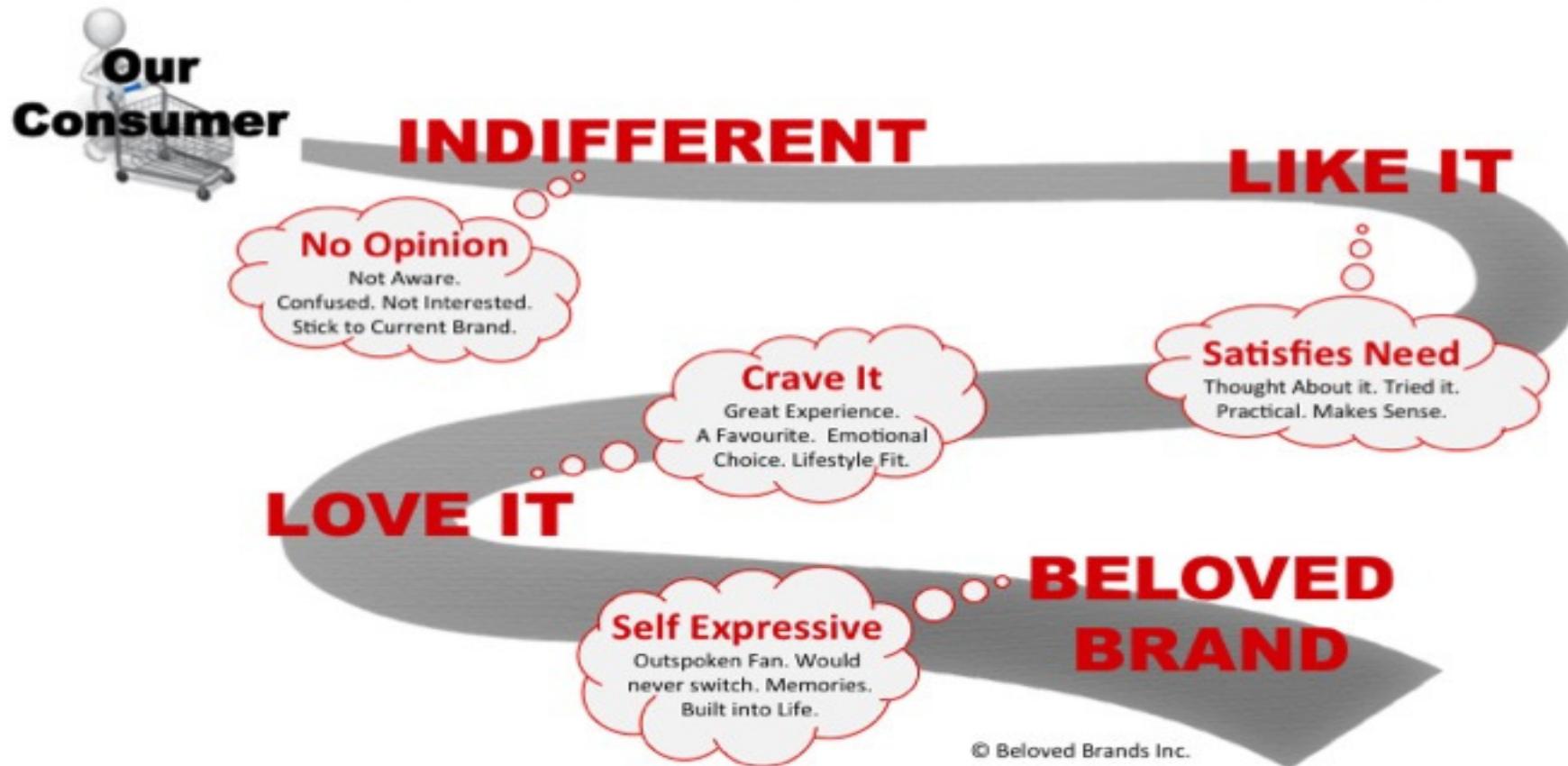
...BUT...BUT

Lead Generation Team Member



Marketing Team Member

Consumers move along a “Brand Love Curve”, as they become more connected, their behavior changes.



How can you Generate more Love for your Brand



What is the Idea that connects the consumer to the Brand?



There are 5 Sources of Connectivity

Promise

How well does the brand benefit connect to the consumer



Positioning

Strategy

What focused choices does the brand make to drive growth and profits?



Brand Plan

Freshness

How well does the brand stay fresh and on top of trends with consumers?



Innovation

Experience

How well does the brand experience live up to and consistently deliver the promise?



Culture & Operations

Story

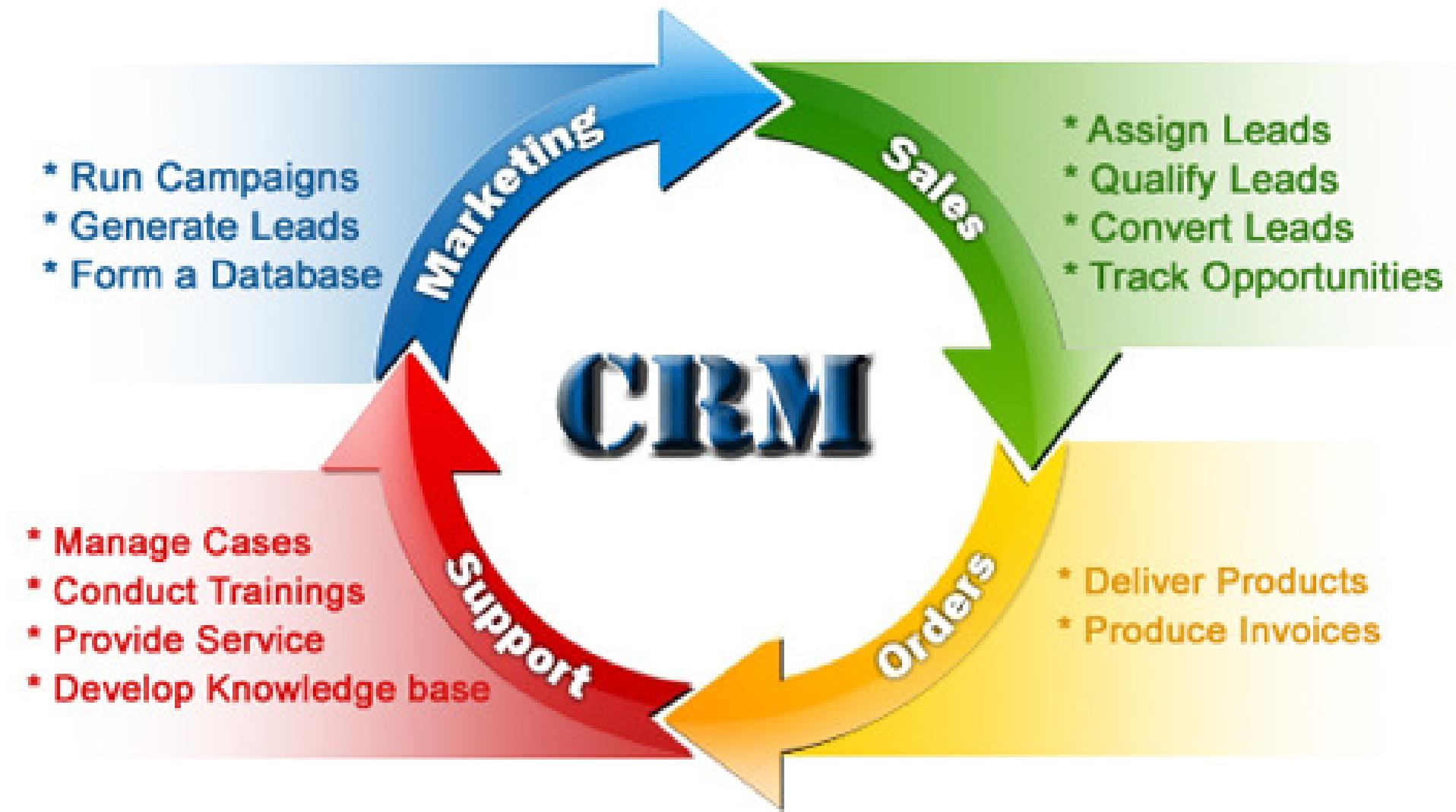
How well does the brand communicate their differences and move consumers



Communication

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CRM Team Member



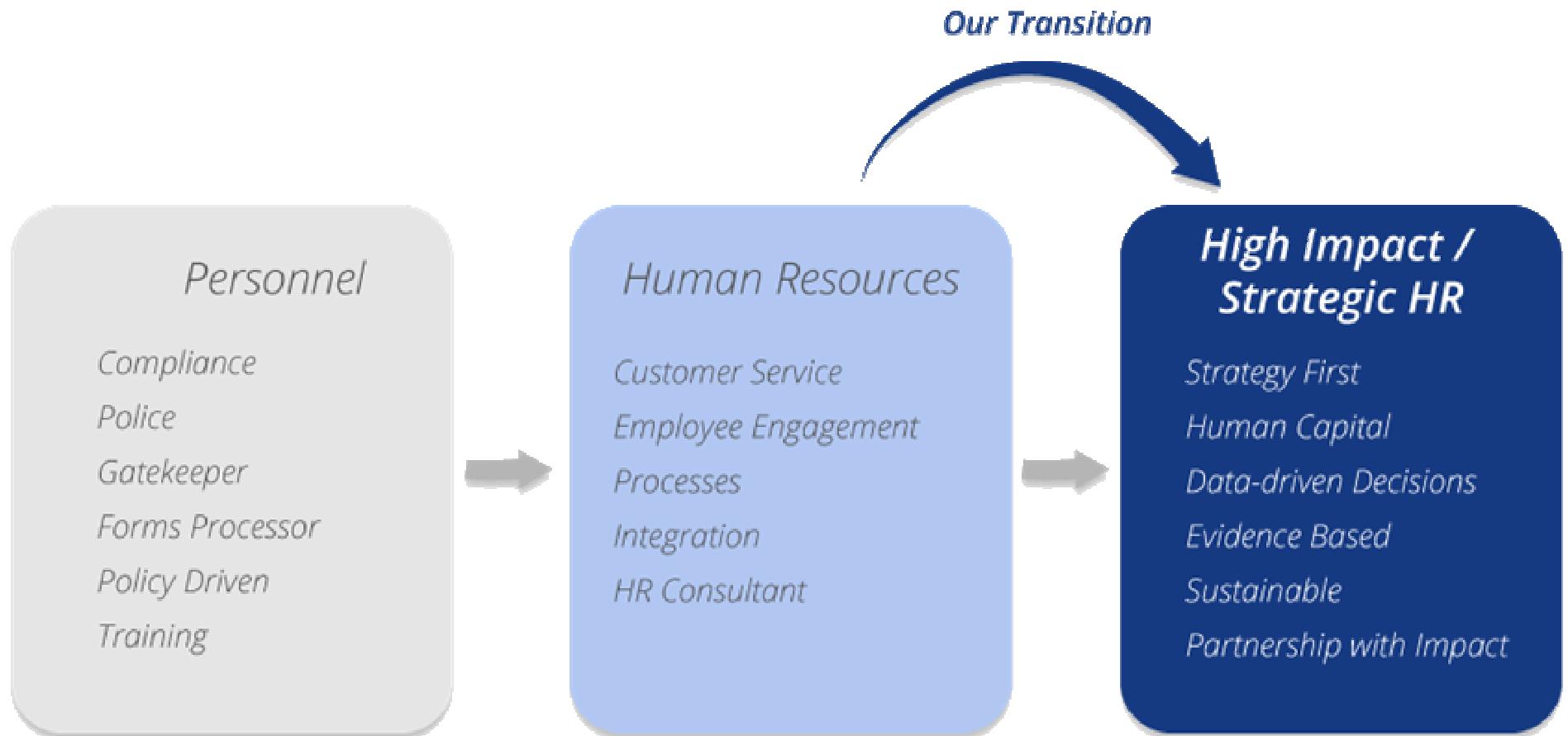
Supply Chain Management Team Member



Do you need a Visual Merchandiser?



We need an enabling HR Team



Finance Mgr. (Not Accountant)



- Ensure that accountant has money to pay on time



- Ensure that accountant must issue Receipts on time



- Ensure that accountant has money to release incentives and schemes on time

I will try to win.

We will win.

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Is it too expensive for SME?



Are you a customer centric organisation?

Product Centric Versus Customer Centric

	Product Centric	Customer Centric
STRATEGY	Create the best product	Create the best solution for the customer
PEOPLE	New Product Culture – looking for new products to develop	A Customer Culture – searching for new needs to fill
PROCESSES	New Product Development	New Solution Development, Customer Experience Management
REWARDS/METRICS	Rewards new product development	Rewards people with deep insight into customers
ORGANISATIONAL STRUCTURE	PRODUCT DIVISIONS WITH P&L	CUSTOMER SEGMENTS WITH P&L
CUSTOMERS	All customers are treated the same	Focus on the most profitable customers

Let us create winning sales teams!

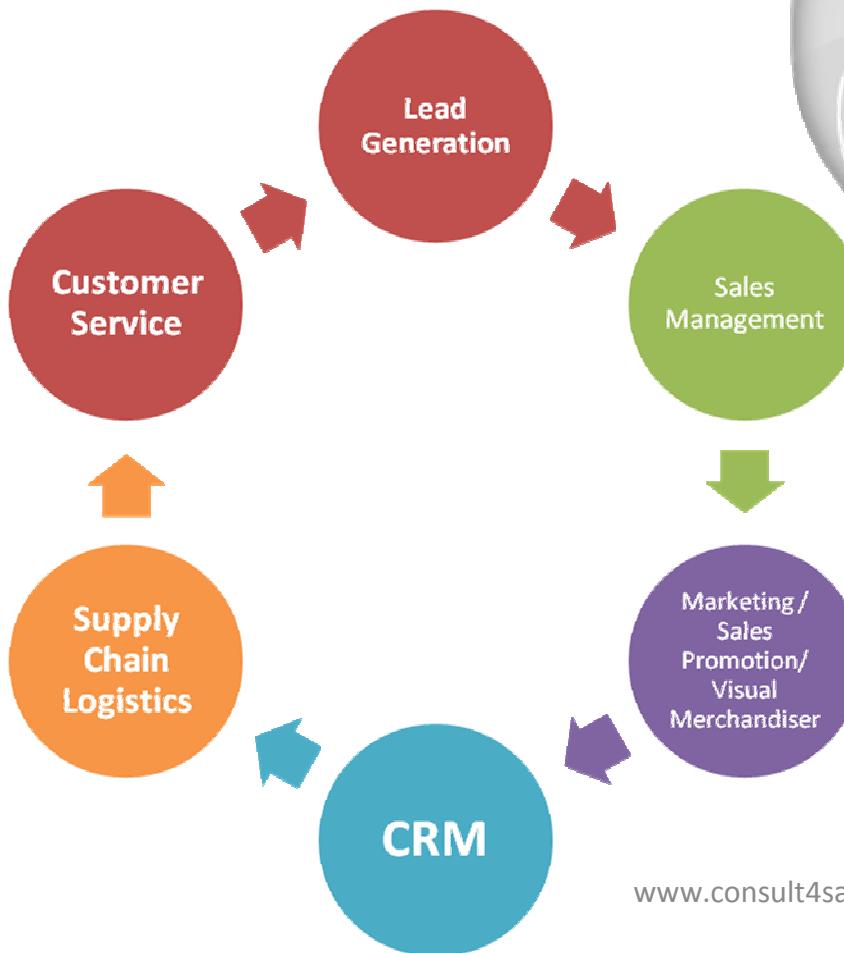
Sales persons

- Can win wars for your company

Sales Teams

- Can win battles for your company

Winning sales team must have these elements



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