



RISING TO THE CHALLENGE

Building a Sales Structure for Superior Results

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Building a Sales Structure for Superior Results

Sales Strategy | Sales Process | Sales Execution



5 out of **10**

**HAVEN'T HAD ANYONE
TRAVEL WITH THEIR SALES
REPS ON A SALES CALL IN
THE PAST 12 MONTHS**



6 out of **10**

**DON'T HAVE INDIVIDUAL
SALES QUOTAS**



8 out of **10**

**DON'T HAVE A SALES
FORECASTING TOOL OR
PROCESS**



8 out of **10**

**HAVEN'T PERFORMED AN
ANNUAL PERFORMANCE
REVIEW ON THEIR SALES
REPS IN THE PAST 3 YEARS**



9 out of **10**

**DON'T HAVE A CUSTOMER
RELATIONSHIP MANAGEMENT
(CRM) SYSTEM**

(MANY DON'T KNOW WHAT IT IS)



9 out of **10**

**DON'T HAVE A
COMPENSATION PLAN THAT
INCENTS THE BEHAVIOR THEY
ARE SEEKING**

“

WHAT TO LISTEN FOR

—

”

The image features a central white circle on a dark, textured background. The background is decorated with several arrows: a prominent red arrow pointing down and to the right, a grey arrow pointing up and to the right, and several other grey arrows pointing in various directions. The text inside the circle is in a bold, red, sans-serif font, arranged in five lines. Below the text is a short red horizontal line.

**MY SALES HAVE
BEEN AT THE
SAME LEVEL FOR
THE LAST FEW
YEARS**

**MY SALES
HAVE BEEN
DECLINING**





**ALL OF MY SALES
ARE REFERRALS**

(NO PROACTIVE SALES)

I CAN'T FIND THE RIGHT SALESPERSON




A blurred background showing a business meeting. On the left, a person's hand is writing on a document with a pen. The document features a line graph and a pie chart. On the right, another person is holding a tablet displaying a document. The overall scene is professional and collaborative.

**TOO MUCH OF MY
ANNUAL REVENUE
COMES FROM A
COUPLE CLIENTS**

**THE SALES TEAM
IS NOT
FOLLOWING OUR
CORPORATE
DIRECTIVES**





**WE HAVE A
“SEASONED” SALES
TEAM**

**I AM
UNCOMFORTABLE
WITH THE SALES
TEAM'S ACTIVITY**





**THE TRAINING I
PUT THEM
THROUGH DIDN'T
SEEM TO HELP**



**WHY SALES
ARE NOT
INCREASING
AS PLANNED**

2093.001

19:00 20:00 22:00 00:00 02:00

NUMBER 10:

NO WEEKLY SALES MEETINGS

- All members must be included each week
- Set clear expectations each week
- Make sure everyone comes prepared with deliverables





NUMBER 9:

INEFFECTIVE SALES TRAINING

- Travel with reps to determine competency
- Customize training to fit each rep's needs
- Role play to test that the material can be applied

NUMBER 8:

NO ANNUAL PERFORMANCE REVIEWS

- Forces a manager to sit down and evaluate performance
- Set goals for the following year
- Review progress quarterly
- Sets foundation for performance improvement/PIP/termination





NUMBER 7:

NO CUSTOMER RELATIONSHIP MANAGEMENT

(CRM)

- Determine proper application for the team
- Customize to match terms and structure
- Centralized record of activity
- All departments can see activities, deal progression

NUMBER 6:

NO SALES PIPELINE FORECASTING TOOL

- Helps align costs with expected revenue
- Effective sales management tool
- Better understand your future





NUMBER 5:

IMPROPERLY STAFFED SALES TEAM

- Sales team must be led by a “sales” manager
- Need proper structure to maximize sales
 - Outside vs. inside reps
 - “Hunters” vs. “Farmers”
- Accounts vs. territory vs. product vs. industry

NUMBER 4:

NO CLEARLY DEFINED SALES METRICS

- Set proper activity levels desired
- Provides foundation for what is “good” “bad”
- Determine future success before it is too late





NUMBER 3:

NO DEFINED SALES PROCESS

- Each step in the sales process must be clearly stated
- Creates common language and understanding
- Define check points for each part of the sales process
- Determine needed information for each step in the process

NUMBER 2:

COMP PLAN DOESN'T INCENT CORRECT BEHAVIOR

- Will it be exploited as planned?
- Must be a win-win for the sales rep and organization
- Will it help you acquire the appropriate salespeople?





NUMBER 1:

NO SHARED DETAILED SALES BUSINESS PLAN

- With one you have higher probability of hitting goal
- You must know when we/you get “there”
- Map account list with corresponding decision makers
- Must include deadlines/accountability

**THE
SOLUTION?**

**PEOPLE +
PROCESS
= PROFIT**



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Thank You for Participating

- Please complete the brief session survey to provide feedback to the presenter(s) and in put to future editions of Manufacturing Matters!



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