

Sales Coach Series

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Getting organised

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The Dilemma

I am always so busy and feel like I'm juggling all my accounts. Embarrassingly, I know some sales opportunities have just slipped through the net. How can I get more 'control'?

The Coaching

Take time to assess activities and priorities. Being brutally honest, consider

- Where am I in relation to my targets?
- What is the value of any 'guaranteed' business I expect from call-off orders, preferred supplier contracts etc?
- What forecast opportunities am I working on? How can I win the business? What are the timescales? Am I talking to ALL the right people? What are my chances of success?
- What other sales opportunities do I know about? Is the business is worth going for? What do I need to do?

Create a list of activities you need to undertake to win each opportunity. Use a diary or scheduling system to keep track of next actions.

If the above isn't enough to achieve target this year and a healthy pipeline for next, consider

- Are my existing accounts aware of all our capabilities? Should I extend my contact base? Are there other divisions or subsidiaries I could work with? Ultimately, what sort of relationship do I envisage with this account?
- Of my prospects, which are most likely to have requirements within this financial year? Consider pressures or changes within their industry as well as individual organisational culture and strategy.
- With which of these accounts have I established a good relationship?

Document these activities to develop focus. Refer to this 'plan' each week to maintain direction and make best use of valuable sales time. Repeat the process quarterly!