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*Bringing effective insight
to your organization SM*

Open Line


Guest,

Welcome to:

5 Key Sales Management Tips

Presented by
Lighthouse Consulting Services, LLC



To print program slides, click here: 



Featured Guest:

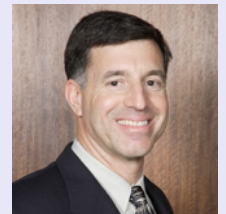
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Host:

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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
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Introduction

- Economy Strengthening
- Business Challenges
- Lots of Noise and Distractions
- Theme - Back to the Basics



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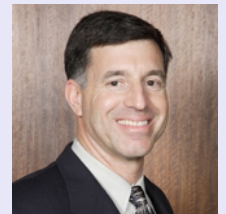
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Tip#1: Adopt and Follow a Sales Process

- Systematic approach to selling product or service
- Helps remove randomness, guess work and risk for both parties
- Series of steps or gates that buyer and seller work through together



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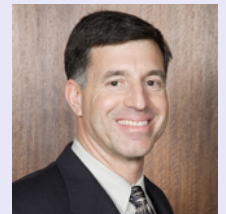
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Tip#2: Work a Prospecting Plan

- Potential customer or client
- Identify set of activities to generate prospects
- Examples: networking, sales letters, referrals
- Set periodic target levels for each activity (e.g, 2 networking events per month)



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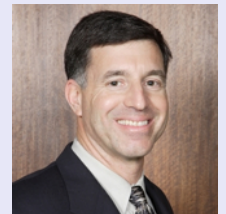
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Tip#3: Measure what you want to Impact

- Measure what you can directly control: Behavior and attitude
- Key sales behaviors: prospecting and sales process
- Examples: new prospects generated, initial meetings held, prospects qualified/disqualified
- Attitude tracking



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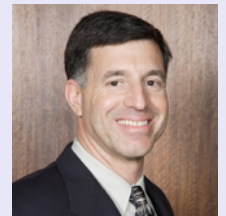
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Tip#4: Evaluate Social Media for your business

- Use of Web-based and mobile technologies to turn communications into interactive dialogue (Wikipedia)
- How can these technologies help position and promote your business?
- Examples include LinkedIn, Facebook, etc.



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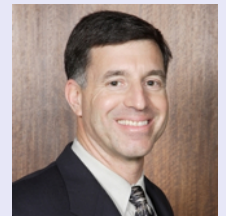
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Tip#5: Integrate Professional Development in your business plan

- How are the markets/clients you serve changing?
- What new skills and expertise does your organization need to develop to be competitive?
- How can those new capabilities be acquired?
 - Self-study
 - Podcasts
 - Webinars
 - Professional organizations



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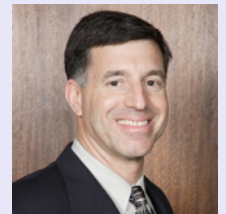
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Wrap-up and Q&A



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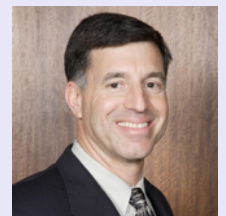
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Thank you for attending our 5 Key Sales Management Tips

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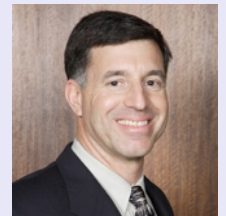


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