

How To Build A Winning Sales Team – Sales Management Best Practices

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1. Overview Of Sales Management

The Sales Leader as a Coach

- What do coaches do to help their players perform well?
- What do you perceive sales managers do to help their team members perform?
- Definition of a sales manager:
 - To build a high performance sales and service team by _____ and _____ team members and monitoring the _____ that get results.

2. Sales Management - Best Practices Review

Define Expectations and Monitor Activities and Results

- Give examples of defining expectations and goals.
 - a.
 - b.
 - c.
 - d.
 - e.

- Give examples of “activities” that produce results.
 - a.
 - b.
 - c.
 - d.
 - e.
- Give examples of how you track or monitor both activities.
 - a.
 - b.
 - c.
 - d.
 - e.

3. Evaluation/ Observation Form

Name: _____ Date: _____

Position: _____

	Rate 1-10*
Preparation and Pre Call Planning**	_____
Professional Appearance	_____
Self-Organization (Properly Planned Day)	_____
Knowledge of Customer	_____
Knowledge of Competition	_____

Selling Skills

Establishing Rapport	_____
Listening Skills	_____
Determining needs/Probing	_____
Presenting Benefits	_____
Product Knowledge	_____
Use of brochures, Sales Tools, Testimonials	_____
Handling objections	_____
Closing/ Asking for the business	_____
Attitude	_____

*On a scale of 1-10, 1 is very poor; 10 is perfect. Less than 4 is well below standard; more than 7 is very good.

** To reinforce Pre Call Planning skills, purchase the audiocassette or CD of Barbara's Pre Call Planning teleseminar with detailed call planning form. To order call the number below or email Kelli@RomanoSanfilippo.com.

4. Build Customer Relationships with Persistent and Consistent Follow-up

- Remember it typically takes 6-10 contacts to get a sale and months and years of hard work -- be persistent. (Note: There are times when it's best to stop chasing your prospects.)
- Assign a frequency schedule to your priority and A+ customers/accounts.
- Be sure to document quality notes after every call in your contact management system. Remember both key personal facts and future business needs about a customer can help you attract and retain customers! (We recommend GoldMine)
- Whenever you get the business, note how long and how many contacts it took. (Count the number of entries logged on the contact sheet.)
- Be sure to keep your name in front of your customers and prospects between scheduled follow-up calls by doing the following:
 - a. Send out periodic ezines.
 - b. _____
 - c. _____

5. Conducting Effective Sales and Service Meetings

Exercise: How are “sales” meetings different from “staff” meetings?

How often should you hold a sales/service meeting?

You can make your sales and service meetings more fun, stimulating and productive by planning your agenda ahead. Some suggestions are:

1. Review team goals and progress to date.
2. Review individual results from a posted chart.
3. Include “sell and tell” or “serve and tell” success stories.
4. Review product knowledge and stress benefits. Give a quiz.
5. Review sales tips (use role play and group exercises).

6. Have a staff member conduct part of your meeting.
7. Have team contests.
8. Have a party/theme.
9. Invite a guest speaker (customer, support department manager, outside speaker or sales representative.)
10. Play motivational tapes or music.
11. Use props for impact.
12. Read and discuss sales and positive attitude books.
13. End the meeting with recognition and reward.
14. Always end on a positive note- "You can do it!"

Note: For variety, change the location or combine your meeting with another office if your team is small.

To inquire about Barbara's speaking availability, sales training, private phone coaching, or weekly email tip series, email Barb@RomanoSanfilippo.com or check our website call 1-800-I SUCCEED

