



Effective Sales Process

We define a sales process as everything that happens from the time a market is defined until you have happy, repeat customers. Each company's process is different yet has many components that are similar. Without an effective sales process, many valuable opportunities are lost. With such a process, your company is able to:

- Focus sales activities on the correct market/segment
- Improve forecast accuracy (actually eliminate the need for your sales people to submit forecasts)
- Develop sales best-practice for your company
- Qualify every customer and prospect against an "ideal profile"
- Gather and record key qualifying and "profit-improving" information for every prospect
- Build winning sales plans
- Reduce time spent with prospects who are not going to buy
- Position your self at a consultant and not a peddler of parity product
- Differentiate your offering
- Focus on those key sales activities that are most likely to result in the desired outcome
- Manage those key sales activities
- Allow everyone with a "need to know" access to the latest information about a customer or prospect (particularly helpful to sales management, customer service, sales support and marketing)
- Win more, lose less and know why
- Improve sales productivity

Sales Methodologies

All of the popular sales methodologies work (Strategic Selling, Collaborative Selling, Profit-Improving Selling, Solution Selling and many more). Each offer a high-level template and rationale for a selling method and process. While you may have a preference for one over the other, the truth is they all work. Unfortunately, companies have difficulty implementing these methodologies successfully. While there are several reasons for this, the dominant one is the difficulty associated with making the necessary sales and management behavioral changes.

SPI has developed sales systems that help you make the necessary changes to insure the desired outcome. We take the complexity out of sales process implementation and prescribe clear requirements for executive management, sales and sales management. In addition we have measurement and monitoring tools that tell you "where you are" in the implementation.

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