

Build A Flexible Sales Strategy

Senior sales leaders and senior executives who don't have the time nor resources to wait for the economy to improve can now build a strong, flexible sales strategy with *Strategic Sales Roadmap™*.

Old methodologies and techniques for managing and growing a sales organization will no longer work. To survive and prosper today, senior sales leaders and senior executives must develop sound sales strategies and execution plans for preserving key and strategic customers, expanding sales with their most profitable customers, and focusing on bona fide opportunities that reflect the reality of limited resources.

In just two-days of executive working sessions you get process and tools for increasing profitable sales in any economy:

- Develop a strategic plan for the sales organization that aligns with corporate strategy and provides an exciting and inspiring vision that clearly communicates where you want to take your selling organization.
- Craft a useful working mission that communicates performance standards and accountabilities for delivering on your promises to investors, stockholders, senior management, employees, suppliers and customers.
- Develop strategic objectives that guide short-term and long-term selling activities designed for sustainable results.
- Use a tool for Situation Appraisal that provides you with up-to-the-minute knowledge of external and internal issues you must address.
- Use a powerful approach to defining your company's strategic competencies and prepare your team for articulating your unique strengths to customers.
- Evaluate your assets (people and technology). Specify performance accountabilities and construct a plan for reallocation where required.
- Discover immediate hits for immediate results and decide what NOT to focus on.
- Develop systems to facilitate flexibility in the sales organization that guard against paralysis and over-reaction to external and internal factors.

- Define a strategic communications plan for recurrent, straight-forward, candid exchanges upstream and downstream.
- Design a plan for credible interactions with the CFO and CEO based on accurate, dynamic sales forecasting that eliminates surprises.
- Develop customer profitability metrics that guide productive sales activities.
- Implement a *Sales Management Operating System*[™] that arms your front-line leaders with all the tools they need to execute your sales strategy and scale your sales organization for profitable growth in all economic climates.