

Helping your business attract and retain customers



Strategic Sales Review & Plan



This is ideal for businesses :

- Who undertake sales activity but who rarely if ever robustly challenge and review that activity and the returns it is generating.
- Who need a structured, yet simple strategic sales plan.
- Who need some new sales ideas.
- Who want the benefit of the input of someone with high level sales experience and expertise.

How often do you robustly review and challenge your sales activity and use of resources?

Monthly, Quarterly, Annually or Never?

For most businesses who don't have dedicated high level sales resource the answer is usually never.

A robust review should ideally happen once a quarter with the following questions being asked:

1. What return is your sales effort generating?
2. How good are you at spotting and seizing sales opportunities?
3. Do you know which marketing activity is generating sales enquires / responses / leads?
4. What happens to those lead and enquiries?
5. Are your sales team spending enough time getting to know your customers and potential buyers?
6. Are you making the best use of the sales data your company generates?
7. Based on where you want to be as a company what changes to your sales culture / activity / do you need to make to help you get to where you are going?

The key ultimately to sales success is having the right people asking the right questions at the right time.

A regular quarterly sales review will help you identify sales activities that are working / not working and as such those that need either eliminating or reducing and those that need starting or increasing.

If you think this is a good idea I can help you kick start it by facilitating your first quarterly review and on the back of it I'll create for you, if you haven't got one, a simple 4-5 page strategic sales plan.

I'll also come back six weeks after the review to see how you're doing and help you prepare for the next review which you should be able to do for yourself.

How does it work?

I would spend 2-3 hours in the business working with those with overall responsibility for sales.

The key objectives will be to :

1. Robustly challenge how effective the current sales activity is.
2. Identify what the business wants its sales activity to achieve.
3. Discuss ideas to ensure the sales investment delivers the desired results.

I would then create and deliver two weeks later a 4-6 page Strategic Sales plan.

Six weeks later I return for a 60 minute get together to see how the plan is being implemented.

What is the outcome ?

A Strategic Sales plan the business can action immediately and use to drive revenue growth.

And the investment is ?

The fee includes the 2-3 hour meeting, travel time and costs* to that meeting, the production of a 4 to 5 page marketing plan and a 90 minute follow up meeting.

Fee : £775 + vat

*The fee covers mileage up to 40 miles from TR1 2DH. Beyond that mileage costs would be 45p +vat per mile.



What to do next :

Give me, Trevor Lee a call on 07785 390717 or email me via trevor@trevorleemedia.co.uk and we can have a conversation about how a strategic sales review and plan can help your business.