



DEBORAH BROWN
Sales Effectiveness Expert

Preparing & Leading Your Team to Sales Success

Successfully leading a sales team requires a clear focus on the keys to sales success. How do you define sales success? Here are three approaches:

Tactical definitions of sales success:

- More closed deals
- More customers
- More revenue
- More results

Strategic definitions of sales success:

- Better-qualified opportunities
- More efficient use of sales team time
- Higher hit rates
- Longer customer retention
- Greater average deal values
- Stronger customer loyalty and support
- Increased market presence

Team definitions of sales success:

- Everyone hitting their tactical goals
- Everyone aligned around strategic goals
- Sales and non-sales people are clearly on the same page
- Customer satisfaction continues from pre-sale through post-sale experience

Components in Sales Preparation

There are two keys components in achieving effective **sales preparation** for your team:

- **Personal** preparation
 - The steps each person takes individually
- **Process** preparation
 - The steps essential to the sales cycle itself



Steps in Personal Sales Preparation

- Step 1: Prepare your sales schedule
- Step 2: Prepare for your sales calls
- Step 3: Prepare for your follow-up

What is at the heart of your sales process?

- **Sales calls** are the heart of the sales process
- **Conversations** are the heart of sales calls

**Crafting and choreographing effective sales conversations
is at the core of sales process preparation.**

Focusing on process preparation allows you to:

- Sell from strength
- Be more relaxed and confident
- Engage in deeper dialogues with prospects
- Strengthen relationships

Steps in Process Sales Preparation

- Step 1: Know the conversation goal
- Step 2: Prep for questions (& answers)
- Step 3: Script the start, end & next step
- Step 4: Set and confirm expectations
- Step 5: Always be open to options

For more information on sales effectiveness, please visit www.debbrownsales.com.

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