

Smart Sales Strategies for Exceeding Your Quota

Your quota is the measuring stick that your company is using to track and ensure your sales progress. Don't let it drive you – instead, you need to drive it in order to increase sales effectiveness. Here's how:

1. Plan for your quota.

Begin by planning proactively for your quota.

- Instead of a reactive or brute-force approach to sales, focus on building your process.
- The key to managing your pipeline lies in mastering your sales funnel.

2. Build your sales funnel.

Your funnel is the key tool you can use to plan your sales success.

- Set and define the stages of your sales funnel.
- Define and master your funnel metrics.

Then, manage each month not only against the list of deals about to close (i.e. meeting quota), but against the metrics in each stage of your funnel.

3. Manage by your metrics.

Know your numbers, including the number of each funnel item that you need to meet the next number:

- How many new business contacts to generate leads?
- How many leads to generate new opportunities?
- How many opportunities to generate closes?
- How many closes to meet your 'win' ratio?

4. Actively manage your opportunities.

Work with each prospect and inform/educate them so they are working through the process with you:

- Defining requirements and specifications
- Researching products and solutions
- Interviewing vendors
- Establishing decision timeline and criteria
- Answering questions, speaking with customers
- Coming to a firm decision (yes or no)

5. Look regularly for opportunities in additional places.

You have new sales opportunities waiting for you in places such as:

- Past prospects
- Current and past customers
- At various stages in your current pipeline

Remember the three key points of focus: contact, content and community.

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

To gain insights and new ideas for sales, visit Deb's blog at www.debbrownsales.com/blog