



DEBORAH L BROWN

Sales Effectiveness Expert



Smart Sales Strategies for Exceeding Your Quota



- Slideshare Edition -

Welcome



- Your Presenter:
 - Deb Brown
 - Practice focus:
 - Sales coaching
 - Sales training
 - Clients include:
 - Small businesses
 - Growing companies
 - Fortune 500



Our Services



- Training and coaching for sales professionals and sales teams.
- Rooted in our 4-step methodology.
- Proven results for business owners and sales teams from small companies to the Fortune 500.



Our Services



Learn more about Sales4You:

- > Overview
- > Methodology
- > Our Difference
- > Coaching Services
- > Client Results
- > Process & Pricing

Learn more at:
www.DebBrownSales.com



Our Services



- Applied leadership and sales approach.
- Sell in a way that aligns with your values.
- Dynamic and holistic approach based on the example of Jesus of Nazareth.
- Sales training & coaching integrated with leadership development.



Our Services



Learn more about Sell Like Jesus®:

- > Why Sell Like Jesus?
- > Who It's For
- > The SLJ Approach
- > Values-Based Selling
- > Quotes & Comments
- > Workshops & Interviews

Learn more at:
www.SellLikeJesus.com



Today's Agenda

- Planning for Quota
- Building Your Funnel
- Managing Opportunities
- Additional Ways to Find Opportunities
 - Prior Prospects
 - Current & Past Customers
 - Engaging Your Pipeline
- Key Takeaways



Planning for Quota



Planning for Quota

- Don't just live with your quota
 - Many sales professionals let their quota drive them, rather than driving it
 - Planning for quota means thinking strategically about how you can meet or exceed your quota goals
 - Focus on process to gain ground



Planning for Quota

- Two common sales approaches:
 - Reactive
 - Focused only on closing deals
 - Find the low-hanging fruit
 - Harvest, harvest, harvest – but no seed planting
 - Brute Force
 - Close everyone, all the time
 - Regardless of where in the sales cycle



Planning for Quota

- Planning for quota with a systematic process
 - Define your funnel
 - Know your target buyer
 - Manage your opportunities
 - Engage your pipeline



Building Your Funnel



Building Your Funnel

- Your sales funnel is the key
 - Stages of the funnel
 - Contact
 - Lead
 - Opportunity Identified
 - Opportunity Defined
 - Closed (win/lose)
 - Know your metrics
 - You won't close every deal
 - Determine your funnel flow



Building Your Funnel

- Example of Funnel Flow
 - 50 new contacts per month =
 - 25 leads per month (50% convert)
 - 5 opportunities per month (20% convert)
 - 2 opportunities close this month
 - 1 of the 2 = 'won' and 1 of the 2 = 'lost'
 - 3 opportunities close the next month
 - 1 of the 2 = 'won' and 2 of the 2 = 'lost'



Building Your Funnel

- Metrics from the example:
 - If you reliably generate 50 new contacts per month, you can expect:
 - An average of 1 new deal this month
 - And 1 new deal the following month
 - A major lesson:
 - Quotas are usually tracked monthly
 - Sales cycles are often flowing multi-monthly
 - You need to plan your funnel today for deals to close against future quotas



Managing Your Opportunities



Managing Your Opportunities

- Actively manage your opportunities
 - Focus on qualifying
 - Better qualifying = better forecasting
 - Better qualifying = better-informed
 - What prompted you to consider this purchase now?
 - When would you like to implement this purchase?
 - What else are you considering for this purchase?
 - Who else is involved in this purchase?
 - What kind of resources have you allocated to make this purchase?



Managing Your Opportunities

- Opportunity management means:
 - Explaining the decision process up-front
 - Establishing a timetable for decision
 - Recommending points the prospect should consider throughout the process
- Staging the prospect to stay 'on track' by preparing them to expect:
 - Solution-based proposal
 - Answers to technical questions
 - Customer references/testimonials



Additional Ways to Uncover Opportunities



Uncovering More Opportunities

- Revisit your prior prospects
 - Contact regularly and stay in touch
 - Don't just make the “touching base” call
 - Send them interesting articles/updates
 - Provide value-added information
 - Inform them about new products/benefits
 - Include all “no” and all “maybe” deals
 - Make this a regular discipline
 - You will find that prior prospects can re-warm and some become future deal



Uncovering More Opportunities

- Talk with Current & Past Customers
 - You think they know all you have to offer
 - Research shows most of them don't
 - Customers can help you achieve quota by:
 - Serving as references for near-close opportunities
 - Referring you to other potential prospects
 - Buying more of your products/services
 - Staying with you as repeat accounts
 - Customers are a community
 - Connect with them
 - Connect them to each other



Uncovering More Opportunities

- Engage Your Pipeline
 - Create value in your sales funnel
 - Help keep everyone moving in the funnel
 - Provide added value and 'top-of-mind'
 - Email marketing
 - Webinars / Seminars
 - Customer appreciation events
 - Breakfast briefings/receptions
 - Blog articles
 - White papers and guides
 - Web and social media content



Uncovering More Opportunities

- Summary: Finding Opportunities
 - Where to look
 - Prior prospects
 - Current and past customers
 - Present pipeline
 - What to do
 - Contact regularly
 - Content that adds value
 - Community that connects them together



Key Takeaways

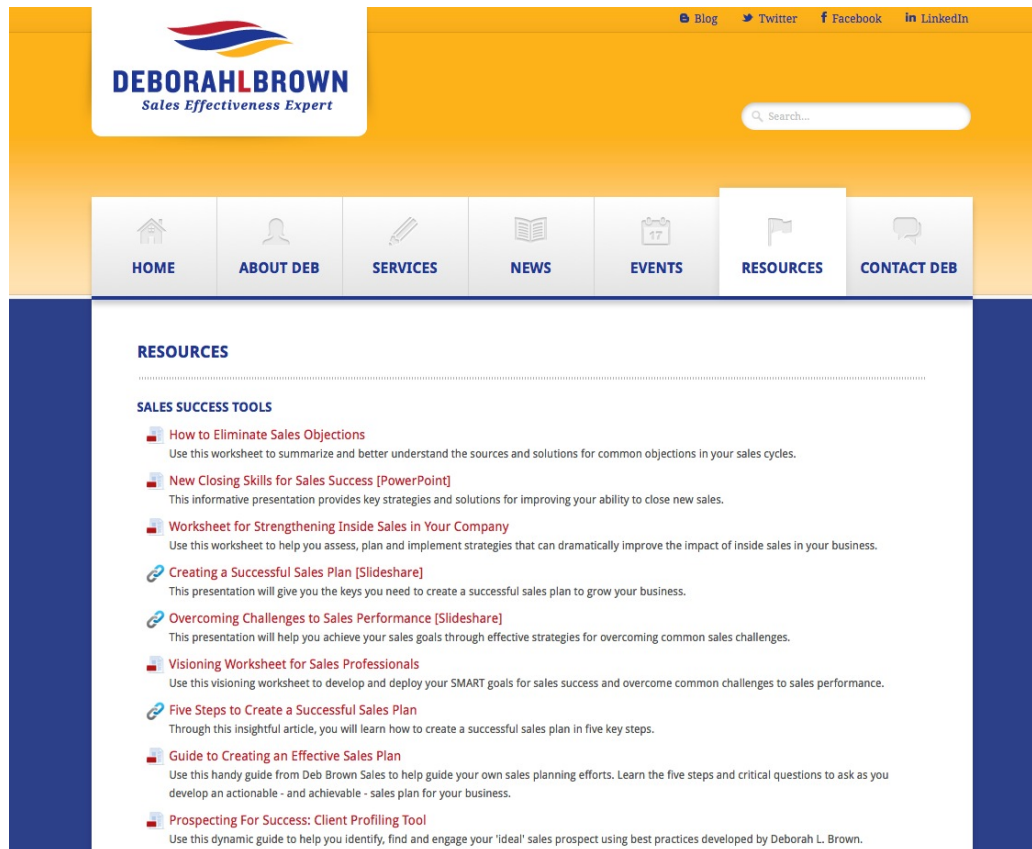


Key Takeaways

- You should drive your quota; It should not drive you.
- This starts with planning for your quota.
- Build your funnel and establish your metrics
- Plan the pipeline across multiple quota periods.
- Manage opportunities through strong, high-quality questions and qualifying.
- Look for additional opportunities with prior prospects, current and past customers, etc.
- Build contact, content and community.



Worksheet



- Free to you
- Available on our website under the **Resources** tab
- Includes key points & ideas



Learning more...

- Subscribe to our blog:

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www.DebBrownSales.com/services



Thank you!



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