

Strategy Huddle™ with MyStrategicPlan:

Sales Strategy & How it fits into your
Strategic Plan

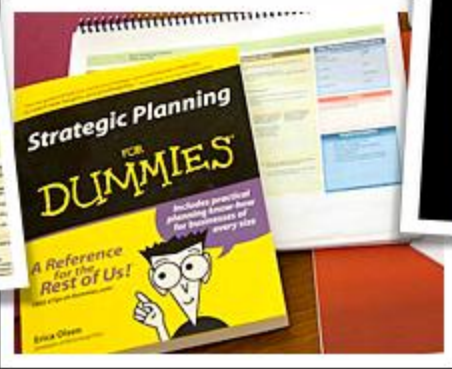
Welcome!

Powered by



- Purpose** Answer real-world questions, handle high-level strategy issues, and share best practices on strategy, execution, planning
- Duration** 45-60 minutes
- Your Role**
- Ask questions: Questions can be submitted via the Chat Box on right at any time. **
 - Offer suggestions: Share your experience via the Chat Box during the topic at hand
- Details** Session is being recorded and a follow-up email this week will include a link to this huddle as well as the supporting slides.

- ⑥ In the past three years we have...
- ⑥ Managed 100+ strategic planning processes
- ⑥ Deployed 800+ strategic management systems (MyStrategicPlan, MyNonprofitPlan, MyChurchPlan)
- ⑥ Built consensus and commitment with 3,000+ executives, managers, boards
- ⑥ Empowered 1 million+ strategist & soon-to-be strategists



- I. Stat of the Month
- II. “Salesability”: Sales Strategy & How it fits into your Strategic Plan
- III. Tap into the Wisdom of the Crowd: Your Questions (Time Permitting)

Making Your Strategy Relevant

- Most of the respondents (53%) don't feel their company's strategy will lead to success.
- Two thirds (67%) say their company's capabilities do not fully support the company's strategy and the way it creates value in the market.
- Only one in five (21%) executives think their company has a "right to win" in all the markets it competes in.

Source: Booz & Co.

SALES STRATEGY & HOW IT FITS INTO YOUR STRATEGIC PLAN

Why are some companies sales declining while other companies continue to increase sales?

Declining Sales

- Economic Conditions
- Lack of Flexibility
- Poor Planning

Increasing Sales

- Flexible
- Innovative
- Strategic

How should companies use a strategic plan to build a sales strategy?

Aligning to the Corporate Strategy

- Set sales goals
- Reflect on current business
- Determine retention rate
- Gather resources
- Set sales strategy
- Revisit sales strategy

What are the key factors to consider in a creating an effective sales strategy?

Key Factors

- Target market
- Lead Generation
 - PR
 - Social media
 - Advertising
 - Marketing
- Lead Qualification

This allows the sales process to begin.

How does the length of the sales cycle affect the sales strategy?

Goals & Your Sales Cycle

- Sales Cycle is different at every company
 - Determine the length of your sales cycle
- Account for longer sales cycle in determining revenue goals
- Speed up the sales cycle with:
 - Qualified leads
 - Building solid relationships
 - Good follow up

What considerations need to be made regarding sales personnel to support the sales strategy?

Assessing your Sales force

- Number of salespeople needed
- Hiring & training salespeople
- Cost of finding candidates
- Time needed to hire & train

Summary & Takeaways

1. Increasing sales requires a plan that includes flexibility, innovations and strategy.
2. Set goals and be specific about what needs to be done to reach those goals.
3. Know your target audience so you can easily generate qualified leads.
4. Consider the length of the sales cycle when setting goals and reassessing.
5. Determine the personnel and training needed to reach your goals.

VISITING STRATEGY LEADER

Alice Heiman, President & CSO

Alice Heiman, LLC

(775) 852-5020

www.aliceheiman.com

info@aliceheiman.com

- ⑥ Next Date is July 27th, 2010 @ 9:00am PT/12:00pm ET
- ⑥ Send in questions for the next Strategy Huddle to admin@mystrategicplan.com (reference the Strategy Huddle in the subject line)
- ⑥ Interested in sharing/presenting a best practice as a Strategy Leader? (send email to admin@mystrategicplan.com and reference the Strategy Huddle in the subject line)
- ⑥ Follow us on Facebook & Twitter @MyStrategicPlan
- ⑥ More great training available:
www.mystrategicplan.com/resources
- ⑥ Today's session is being recorded and a follow-up email this week will include a link to this huddle as well as the supporting slides.

Get Expertise When You Need It

One-on-one guidance for those trouble spots in your planning

mystrategicplan.com/strategic-planning-consulting

Quick Start Coach

Get started on the right foot and avoid pitfalls to improve the success of your plan.

- Jumpstart your plan with one-on-one assistance from a planning professional.

\$495

Get More Info

Strategy Support

Get answers to your strategy questions, when you need them.

- Receive 3 hours of one-on-one consultation with a dedicated MSP strategy advisor.

\$495

Get More Info

Strat Plan Review

Ensure your plan is complete, holistic and ready to implement!

- Our team will provide you with a report and specific recommendations for your plan based on years of experience.

\$795

Get More Info

Step-by-Step Advisor

Receive a full plan and strategic process to drive your whole organization.

- A dedicated strategy advisor will guide you through the strategic planning process from start to finish.

\$5,995

Get More Info

MyStrategicPlan
465 Court Street
Reno, Nevada 89501
(775) 747-7407 ph

admin@mystrategicplan.com

Our office hours are Mon-Fri 9am-5pm (PT).