

# STRATEGIC PLANNING FOR THE SALES PROFESSIONAL

'How to Set and Achieve Sales Quotas on Schedule'



## The Situation

The highest-producing salespeople are those with clear, written goals, detailed plans, and organised schedules of activities they follow every working day.

## The Opportunity

Dramatically improve the performance and output of every salesperson by having him or her prepare a complete strategic plan for the sales period ahead.

## The Process

Proper Prior Planning Prevents Poor Performance (PPPPPP). Each person is guided through a unique strategic planning exercise aimed at the specifics of achieving his or her sales goals on schedule.

## The Results

Each salesperson emerges from this one-day program with goals, objectives, strategies, plans and activities for the days, weeks and months ahead. Each sales target is defined in terms of calls, proposals, presentations and sales cycles. Nothing is left to chance. Sales increase immediately.

## The Benefits

Salespeople are equipped with specific tools that assure they make their quotas. They have:

- Greater clarity of focus
- Better personal management skills
- Clear priorities among prospects and customers
- Detailed plans of activity
- A blueprint for sales effectiveness
- A greater sense of control and personal power
- Increase sales and increase profits

## Facilitation

This highly interactive workshop can be conducted over one or one and one-half days by inside personnel or outside professionals. It is designed to be tailored to the specific salesperson, company, customer, and product. Includes workbook, audio CDs and goal planner.



## The Program

- Personal Strategic Planning
- Values and Vision
- Personal Mission Statement
- Situation Analysis
- Company Analysis
- Market Analysis
- Self-Analysis
- Goals and Objectives
- Strategy and Plans
- Personal Business Planning

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