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Sales Support ©

By

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Although the function may go by different names, i.e. producer, rainmaker, account representative, salesperson; there is no more valuable function in any organization than the individual or team that completes a sale for products and services.

Sales assistants automated sales programs or enhanced customer service can be helpful support tools to any sales organization, but based on my experience, there are three critical but foundational issues that must be in place to support an effective sales team. After all and to state the obvious, without sales there is no ‘Raison d’Etre’.

- 1. All Employees Sell:** Everyone from the warehouse crew to the bookkeeper must philosophically believe that they are in sales. Most employees do not understand or appreciate how the jobs they perform contribute to or take away from sales efforts and customer retention and / or growth.
- 2. Sales Managers Sell:** Today, Sales Managers who do not perform the same job as the people they manage do not have the same credibility as those who do. It is tough to really know what it is like out there from behind a desk. Consider providing the manager an assistant, to make his management time more efficient and to free up time to sell.

- 3. Train and Prepare:** Particularly in hard times, training costs should not be cut. The harder the times, the more important is training. The success or failure of 90% of all sales calls is determined prior to the first call. Experience is not a substitute for pre-call planning. Some plan on the way to the call. Some don’t plan at all. Champions always pre-plan. Champions can spend as much as 3 hours planning for a 15 minute sales call. Rehearsing from 2days to 2weeks is not uncommon for champions.

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