Guest,

Welcome to:

5 Key Sales Management Tips

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here:
Introduction

- Economy Strengthening
- Business Challenges
- Lots of Noise and Distractions
- Theme - Back to the Basics
Tip#1: Adopt and Follow a Sales Process

- Systematic approach to selling product or service
- Helps remove randomness, guess work and risk for both parties
- Series of steps or gates that buyer and seller work through together

Featured Guest:
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- In-depth Workstyle & Personality Assessments
- Interpersonal Coaching
- Workshops - Cracking The Personality Code
- Career Guidance
Tip#2: Work a Prospecting Plan

- Potential customer or client
- Identify set of activities to generate prospects
- Examples: networking, sales letters, referrals
- Set periodic target levels for each activity (e.g., 2 networking events per month)
Tip#3: Measure what you want to Impact

- Measure what you can directly control: Behavior and attitude
- Key sales behaviors: prospecting and sales process
- Examples: new prospects generated, initial meetings held, prospects qualified/disqualified
- Attitude tracking

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Tip#4: Evaluate Social Media for your business

- Use of Web-based and mobile technologies to turn communications into interactive dialogue (Wikipedia)
- How can these technologies help position and promote your business?
- Examples include Linkedin, Facebook, etc.

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Tip#5: Integrate Professional Development in your business plan

- How are the markets/clients you serve changing?
- What new skills and expertise does your organization need to develop to be competitive?
- How can those new capabilities be acquired?
  - Self-study
  - Podcasts
  - Webinars
  - Professional organizations

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Wrap-up and Q&A

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Thank you for attending our
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