



**If your sales team spoke to the right customer about the right thing, at the right time...**

**...imagine what might happen!**

Running and managing a sales team is an expensive overhead. It always has been, but in these challenging times it is an overhead that really needs to pay its way. But so many organisations fail to properly structure, manage and motivate their sales force.

The key factors that make a sales force effective are:

- Sales objectives that complement corporate objectives
- Achieving buy-in from sales people
- Providing the proper tools and equipment
- Setting targets that are achievable
- Allocating manageable sales territories
- Accurate and up-to-date customer information
- Motivation, monitoring and management of the team

Simple? But so many organisations fail to properly structure their sales operation, or manage and motivate their sales people.

They believe that by interviewing and selecting the 'best' sales team, they can allow them to get on with their job while senior management attend to more corporate matters.

Any company which operates a sales force needs to ask itself the following questions:

- Where are my sales people today, tomorrow, is it where they should be?
- Are they showing customers the products and offers which I want them to see?
- Do they know what they need to achieve this day, week, month?
- Are they really talking to customers about requirements orders - or drinking coffee with them?

Maybe you've introduced an integrated CRM system so all the above is self-managed? No! Not only do people buy from people, but the people they buy from have to be managed by people. We have come across more instances that I care to mention of sales forces that are left to their own devices. Not only does this reduce their effectiveness but the inevitable consequence is that they become de-motivated and the process spirals.

**Many British companies need to wake up to the fact that they need proper sales structures and sales management - and stay awake to this need, but not by drinking coffee!**



I suppose you don't need anything today?

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