



“Grow What You’ve Got!”

or

*“Customers are Your Best
Prospects”*

February 16, 2010



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Proven

Selling existing products to existing customers has the greatest and quickest payoff!



WHY?

- **Existing customers are:**
 - Receiving deliveries.
 - Have credit established.
 - Are being serviced.
 - Have a relationship developed with the company.
- **Existing products are:**
 - In stock.
 - Are being sold to other customers.
 - Are being serviced by the supplier.

Territory Management



Territory Management

- **Most Outside Sales have large customer list.**
 - 100 plus
- **Most manage their territory utilizing a very systematic call-cycle system.**
- **They are guided and feel that they have to make 15 to 20 calls per day.**
 - Most days they internally feel they have failed.
- **Most do not know their customer.**



Territory Management

- Most do not know their competition.
- Few have a structured sales growth plan.
- Most approach sales as an ‘order taker’ and focus on ‘price quotes.’
- Most have received limited ‘personal skills’ and/or ‘real world’ sales training.
- Most have and utilize strong product knowledge.



Customer Segmentation



Segment Your Customers & Prospects

- **The 80/20 Rule**
 - 20% of the customers represent 80% of the business.
- **The 20% of the Customers that represent 80% of the business typically receive 80% of the time.**



Segment Your Customers & Prospects

The A-B-C Segmentation Process

- Segment your customers.
 - ‘A’ / a growth customer
 - ‘B’ / a maintenance customer
 - ‘C’ / a customer that is a Prospect
- The ‘A’ & ‘B’ customers are the 20% representing 80% of the business.



Sales Growth Plan (SGP)



“Grow What You’ve Got”

Develop a Sales Growth Plan (SGP)

- Select key ‘A’ / growth customers.
 - 3 to 4 accounts is a workable number.
- Select a product line for your sales growth plan per selected ‘A’ account.
- Develop a ‘Sales Growth Plan’ for each of the selected ‘A’ customers.
- Track the SGP’s progress!



Develop a Sales Plan

What should be in the Sales Plan?

- What products do you presently supply?
- What product line would you like to supply?
 - Focus on major product lines offered.
- What's your opportunity percentage to gain that business? Any “PAINS?”
 - Attack those opportunities identified that will give you the quickest sale opportunity!



Develop a Sales Plan

- **Identify the customer information needed.**
 - Number of units, maintenance timing, age of units, recent maintenance issues, etc.
- **Competition information.**
 - What do they sell this customer?
 - What is their call cycle?
 - In general, do a 'mini' SWOT
- **Set a Sales Goal for the SGP**



Sales Plan / Key Element

Actions / Strategies

- What needs to happen to hopefully reach the Goal.
- Each Action / Strategy must have a completion date.
- The Actions / Strategies are the 'road map' to reaching the SGP's goal.



Points to Consider

- The ‘Sales Growth Plan’ (SGP) is a working document.
- 3 to 4 SGP’s per salesperson at one time.
- This sales direction is a change in existing ‘Aftermarket Sales’ paradigms.
- SGP’s should have a short time frame, be reviewed monthly, have a **GOAL**, and be tracked through the ‘sales reporting system.’



**We can not hope for sales, but must
plan for sales!**



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Questions?

