

Standardize Sales “Best Practices” Enterprise-wide



With the advent of CRM, more and more sales executives are suddenly awakening to the fact that selling is actually a process akin to other business processes. However, many of those executives will be among the first to admit that CRM does little to proactively build best selling practices. It does force recognition that selling is a process and there are specific stages within that process.

CRM is excellent for its intended purpose of being a post-call reporting tool. It does nothing to create stronger selling skills or embed them as standard practice enterprise-wide. As one seasoned sales executive expressed it, “CRM is a wonderful ‘autopsy’ report to help me determine what transpired during the call, but it does nothing to prevent the ‘death’ of the call or help the call become ‘healthier.’ It is a post-mortem report. It also does little to prevent other sales representatives from creating the same end result.”

Considering this aforementioned process awakening, you will not find it surprising that global focus has now turned to overcoming the problem of embedding uniform sales process enterprise-wide. Sales process is driven by specific selling practices. Up until now, the challenge has been to take sales “best practices” of the top performers and leverage them throughout the sales team, specifically “B” players and newly hired representatives.

Your top representatives (“A” players) consistently execute specific sales practices better than the rest of the team. How would you like to duplicate those practices with each and every member of your sales team?

What would it mean in achieving your revenue goals, if your “B” players and new hires:

- Would utilize standardized “A” players differentiation points at differing stages in your sales process?
- Would ask the same questions “A” players ask at each stage in your sales process?
- Would answer tough customer questions the same effective way your “A” players do?
- Would overcome objections by replicating “A” player strategies?
- Would implement the identical closing tactics that drive “A” player sales numbers?
- Would prepare for a key sales call the same way your “A” players prepare?

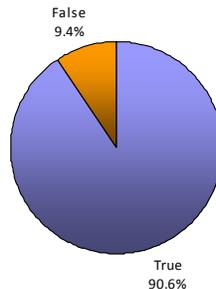
Think “A” players don’t prepare for sales calls? Think again! Here is part of a study conducted worldwide with senior-level sales executives:

“(True/False) My best (top 10%) sales professionals generally use pre-call planning more effectively than the rest of my sales team.”

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The best sales professionals use pre-call planning more often and more effectively than their peers, and an overwhelming majority of sales executives agree. The results of this question confirm evidence that we have observed in 17 years of working with sales organizations, and also suggest the top reps are the ones who want to improve. These professionals are the ones organizations should especially invest their resources in when improving pre-call planning practices.

What would it mean to consistency of best practice and revenue numbers, if your field sales managers:

- Could readily and quickly influence a key sales call outcome, they were unable to attend, **before** it occurred?
- Could suggest **pre-call** changes to that sales call plan that would create a greater impact?
- Could, at a glance, determine which customers/prospects are not moving at an acceptable rate through your sales cycle?
- Could easily monitor in which stage of your sales cycle each of your customers/prospects dwell?
- Could rapidly determine which sales representatives are not entering new prospects into their pipeline?

Regardless of your respective sales cycle/processes, it is now possible to standardize sales best practices within your organization with minimal investment of time and dollars.

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