Sales Manager Workshop

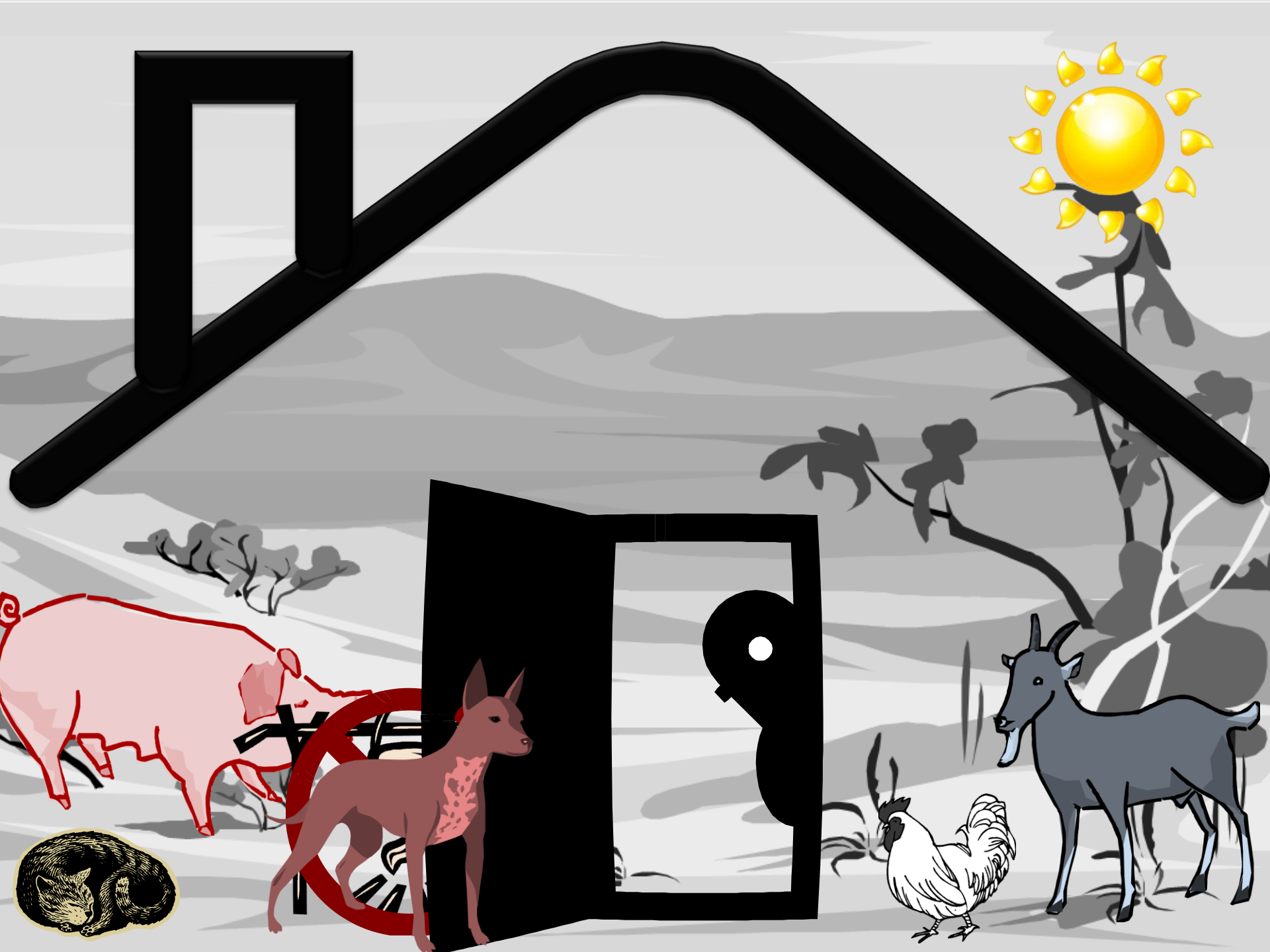
Getting to know you

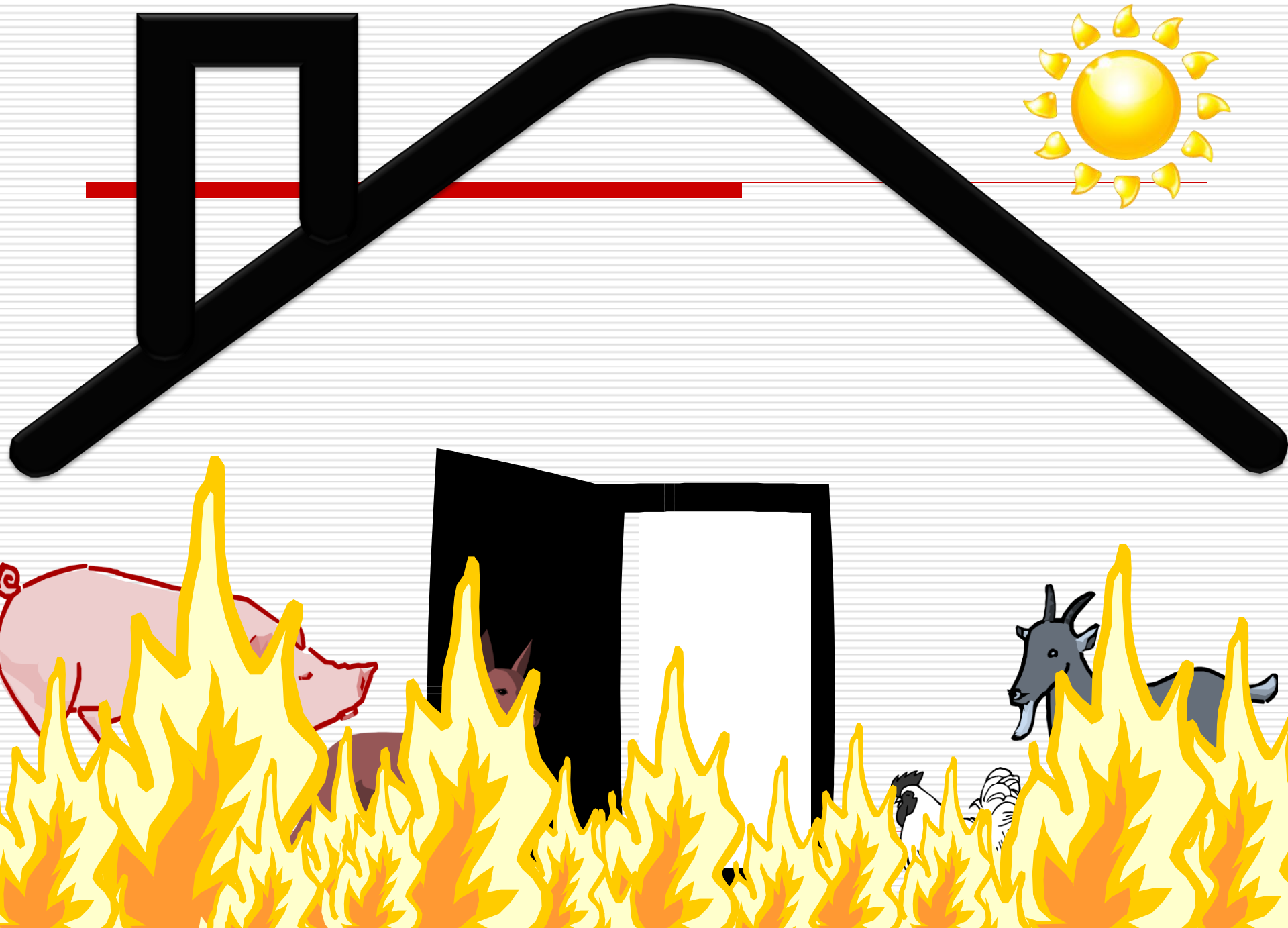
- Name
- Company
- Why I am at the ICMA meeting

http://en.wikipedia.org/wiki/Charles_Lamb

A dissertation upon roast pig

Charles Lamb





Success
Failure

Agenda

- Penetration and Potential (workshop)
- Sales Rep deployment
- Expanding the market – potential and deployment (workshop)
- Course correction (workshop)

Case Study – AutoStew.com

Evaluate the Market

- Market penetration in #s, $s
- Market potential in #s, $s

Market Penetration

- Determine penetration in numbers
- Determine penetration in dollars

Market Potential

- Determine potential in numbers
- Determine potential in dollars

Market Analysis

- Market potential in #s, $s

Break

"*Pleasure in the job*
puts perfection in the work."

-Aristotle (384-322 BC)
Greek Philosopher

Deployment Methods

- Inside versus Outside sales teams

Inside versus Outside

- Product cost
- Customers Perception
- Product complexity

Inside versus Outside

- Transaction size
- Target Geography
- Combination

Inside versus Outside

Deployment Methods

- Segmented
- Geographic
- Named account
- Combination

Sales Process

- Due diligence
- Cold Call
- Initial Interview
- Research Call(s)
- Recommendation

Going to Market

- Sales Team deployment
- Sales process that will be employed

Lunch

Course Correction

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