

SALES STRATEGIES and PLANNING

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

Sales Professionals Selling Products/Services of Corporate, Industrial, Consumer, Maintenance, Shipping, HoReCa, Logistics and People required to Develop Sales Plans

M2M Skill ONE

List Down your TOP TEN CUSTOMERS and How You Can Get Orders from Them!

M2M Skill TWO

Sales Executive OBSESSION for RESULTS – The Sales Animal vs Sales Pussycat!

M2M Skill THREE

Prepare Winning Sales Presentation – Right Sales Pitch and Right Customer Solutions!

M2M Skill FOUR

Develop a Customer Business Proposal – Win Top Management and Customer Support!

M2M Skill FIVE

NEVER Say NO – Six Steps in Handling Customer Objections!

M2M Skill SIX

Relationship Strategies that Works – Focus on Right KDI and Invest Time and Effort!

M2M Skill SEVEN

Develop Sales Plan 2021 – Existing/New/Strategic Customers and Deliver Results!

FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog [dayone](#))

As a company grows, it becomes easy to rely on the PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Sales Professional is one who Focus on Results and Avoid Blaming the Product, the Company or Lack of Promotion Support. A Sales Achiever can become a Sales Person in 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with their Success and then followed by Irrelevance and Painful Career Decline!

Thus, Focus on Results is a Very Powerful Philosophy for SALES SUCCESS as it requires us to just PLAN of HOW to Achieve Sales Targets!



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SALES STRATEGIES and PLANNING

A Customer Obsession – A SUPER Sales Executive is a PLANNER First and SELLER Second

PART A SALES STRATEGIES and PLANNING – SUPER SALES EXECUTIVE

1. **A Customer Obsession** – Change your Mindset to Focus on Sales Results and Innovate your Selling Skills!
2. **SUPER Sales Executive in SALES PLANNING** – Opportunities, Strategy Execution and Results!

PART B SALES EXECUTIVE COMMITMENT to RESULTS

1. **RESULTS FOCUSED ATTITUDE – NEVER GIVE UP, NEVER SAY DIE**
 - A. **Sales Executive Self-Motivation** – Set Clear Goals, Embrace Failure, Obsession for Results!
 - B. **Getting your FIRST ‘Kill’** – Customer Potential, Value (A/B/C) and Order Cycle (DO NOT WASTE TIME)
 - C. **M2M Skill ONE** – List Down your TOP TEN CUSTOMERS and How You Can Get Orders from Them!

PART C SALES OUTCOME FOCUS – HIGH PROFITS MARGIN vs HIGH SALES

2. **SALES EXECUTIVE SELF-ANALYSIS – WHY YOU FAIL!**
 - A. **Sales Executive KPIs Analysis** – Telecalls, Appointments, Presentation, Quotation, Negotiation and Closing
 - B. **Sales Commitment to IMPROVE** – Time Wasters, Low Potential Orders, Golden Hour, Selling Skills, etc.
 - C. **M2M Skill TWO** – Sales Executive OBSESSION for RESULTS – The Sales Animal vs Sales Pussycat!
3. **CUSTOMER PROSPECTING – REVENUE vs MARGIN FOCUS**
 - A. **TOP TEN Customer Analysis** – Product Revenue/Margin, Service Revenue/Margin Sales Mix!
 - B. **Customer ‘Business’ Opportunities** – Service Contracts, Spares/Accessories, Project VO, etc.
 - C. **M2M Skill THREE** – Prepare Winning Sales Presentation – Right Sales Pitch and Right Customer Solutions

PART D SALES STRATEGIES – EXISTING/NEW/STRATEGIC CUSTOMERS

4. **EXISTING CUSTOMERS – HIGH REVENUE ORDERS**
 - A. **Top Three Customers DEPTH SELLING** – Increase Revenue by 10% on your Key Customers!
 - B. **Propose and Present Key Customers** – What Can We Do to get More Business from You!
 - C. **M2M Skill FOUR** – Develop a Customer Business Proposal – Win Top Management and Customer Support!
5. **‘NEW’ CUSTOMERS – YOUR ‘FIRST’ ORDER**
 - A. **‘Everyone Wants to Buy’** – Future Business, Best Value, Trust and Confidence, Relationship!
 - B. **Winning Customer Over Everytime** – Be Agreeable, Compliment, Compliment and Compliment!
 - C. **M2M Skill FIVE – NEVER Say NO** – Six Steps in Handling Customer Objections!
6. **STRATEGIC CUSTOMERS – HIGH REVENUE/MARGIN ORDERS**
 - A. **High Volume/High Profits Customers** – Develop Confidence and Trust of Key Decision Influencers!
 - B. **Sales Executive Relationship Strategies** – ‘Spend’ Time, Strategic View, Solution Focus, Never Say No!
 - C. **M2M Skill SIX – Relationship Strategies that Works** – Focus on Right KDI and Invest Time and Effort!

PART E SALES PLAN IMPLEMENTATION

7. **SALES EXECUTIVE PLAN 2021 – DELIVER RESULTS!**
 - A. **Annual Sales Plan 2021** – Sales Objectives (Revenue/Profits), Sales Strategies (Strategic/Tactical)
 - B. **Sales Action Plan Implementation** – Strategies, Action Tasks, Deadlines and Resources!
 - C. **M2M Skill SEVEN – Develop Sales Plan 2021** – Existing/New/Strategic Customers and Deliver Results!