

How to Make a Successful Sales Plan



Presented by Jim Kahrs
President, Founder - Prosperity Plus

In This Seminar

- Introductions
- Your Current Sales Program
- Components of Success
- Creating a Winning Sales Program
- Administering the Program
- Summary & Questions

Jim Kahrs

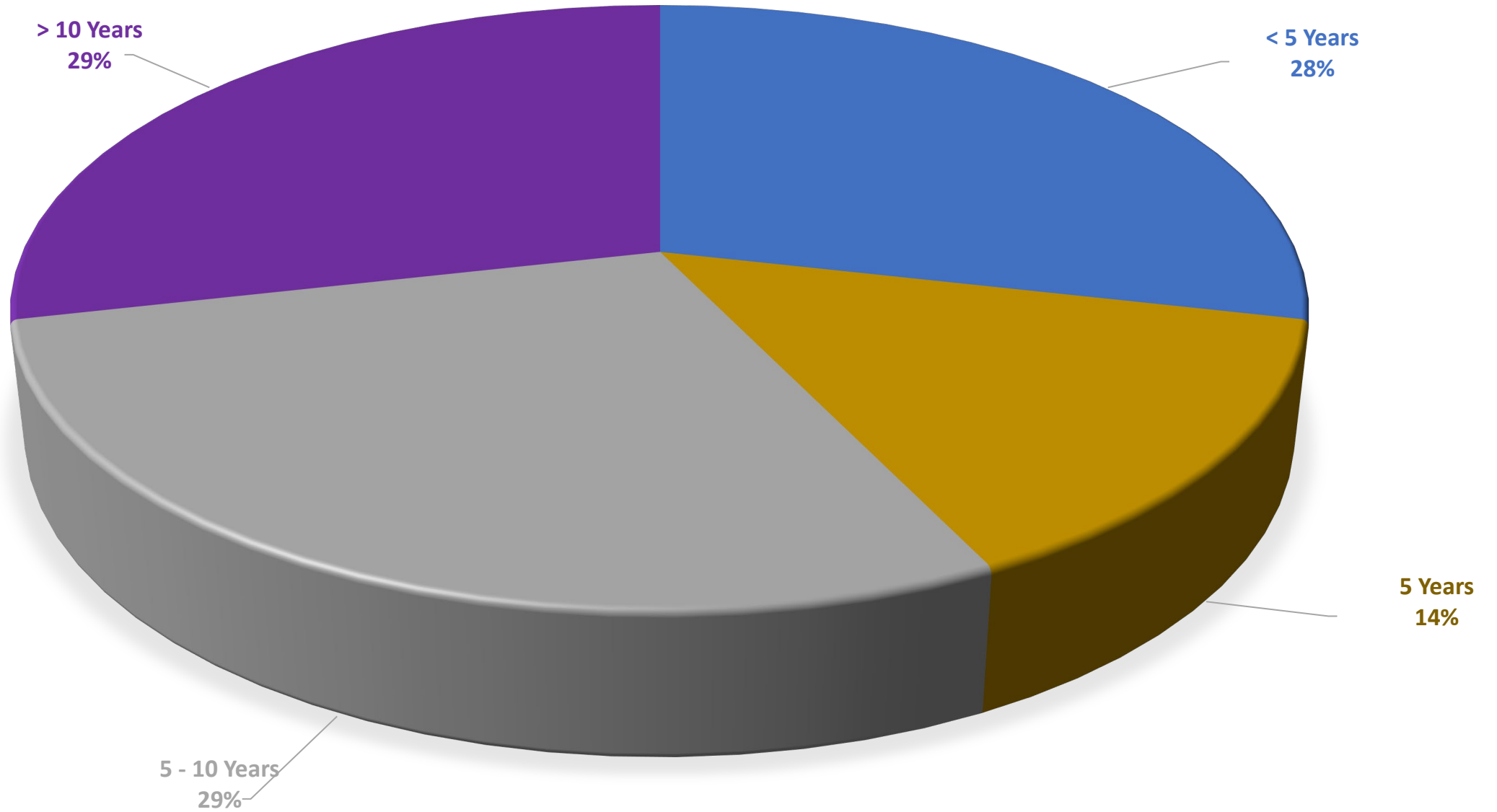
- 34+ Years in Business Systems
- Started Prosperity Plus in 2001
- Achieve Your Goals by Improving Profit, Cash Flow & Growth
- M&A, Valuations, Succession Planning
 - More than 300 individual transactions
- Marketing Programs
- Consulting based on Experience + highly successful Hubbard® Management System & Value Builder System®



Hubbard Management System

- Created by L. Ron Hubbard
- *Dianetics* Author
- Founder, Church of Scientology
- Also Created:
 - Narconon
 - Criminon
 - Applied Scholastics
 - Volunteer Ministers
- Researched & Developed One of the World's Largest Documented Management Technologies in Existence. Used among companies large and small. Outlined in many courses, books and lectures.

AVG TENURE OF SALESPEOPLE

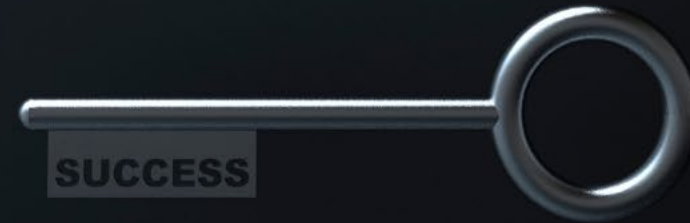


What is Your Current Sales Program

- New reps hired after one or two interviews
- Trained at vendors' classes
- Supplemented with videos, webinars
- Ride along with manager, another rep
- Set loose to bring in new business
- How often do they succeed?

Success Depends On...

- Understanding the Purpose of One's Job
- Defining the Product(s) of the Job
- Tracking, Measuring Production
- Properly Rewarding Production



Purpose

The reason for which something is done or for which something exists. (*Oxford Concise Dictionary*).

Product

A completed thing that has exchange value within or outside the activity. A completed cycle of action which can then be represented as having been done. (*Modern Management Technology Defined*).

Purpose of a Sales Rep

- Sell Products and Services to End Users
- Create Positive Image for the Company
- Gather Data for Future Opportunities
- Maintain Contact with Prospects



Product of a Sales Rep

A Closed Sale



Sub-Product

Those necessary to make up valuable final products.

Statistic

The number of amount compared to an earlier number or amount of the same thing. Statistics refer to the quantity of work done or the value of it in money. They measure the products and sub-products of a post.

Modern Management Technology Defined

Sales Rep Sub-Products

- Mails/Emails Sent
- Prospecting Calls (In-Person, Phone, Virtual)
- Appointments
- Prospect Surveys Completed
- Competitive Leases Collected
- Demos Done
- Proposals

Sales Rep Statistics

- # Mails/Emails Sent
- # Prospecting Calls (In-Person, Phone, Virtual)
- # Appointments
- # Prospect Surveys Completed
- # Competitive Leases Collected
- # Demos Done
- # Proposals

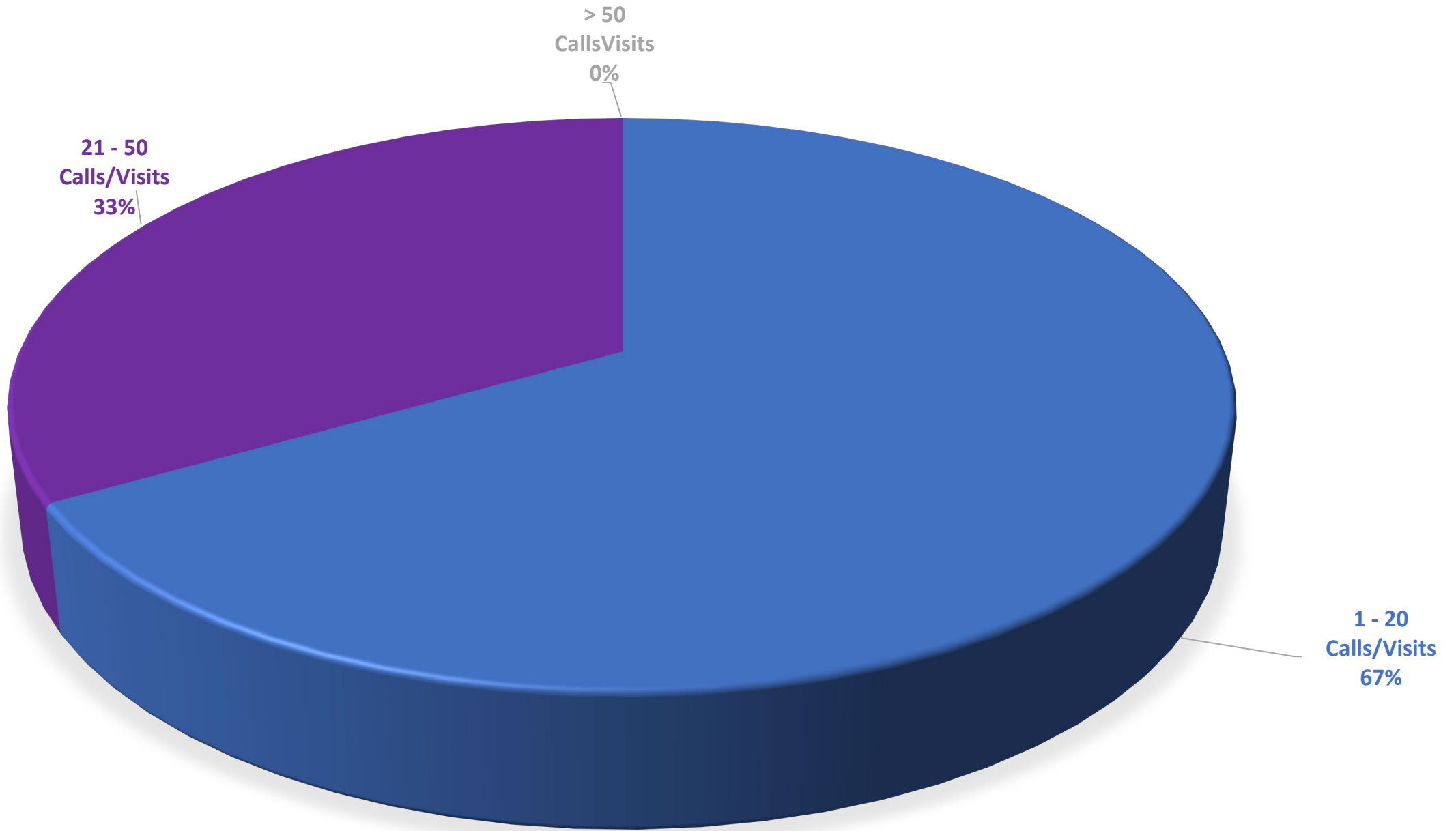
Proven Success

- Implement a Sales Program that focuses on **products, sub-products** and **key statistics**
- Reward Production



Creating the Sales Program

- [Create a System to Quantify Activity](#)
- Weekly Reporting & Tracking of Products, Sub-Products
- In Most Cases, Activity Levels Must Increase
- Reliable System for Data Capture and Tracking
- Inspect What You Expect



CALLS/VISITS PER WEEK



LIVE POLL TIME

How Often Does Your
Sales Manager Conduct a
One-On-One Meeting With
Each Sales Rep?

Administering the Sales Program

- Weekly Meeting with Each Sales Rep
- Review Prior Week's Activity/Points Production
- Pay Attention to Activity Ratios
- Coach Toward Improvement
- Go Through Sales Forecast in Detail
- Battle Plan Steps to Close Each Deal
- Battle Plan Activity & Prospecting Schedule



ANOTHER POLL!

Rate Your Sales Team's
Diligence in Updating
Activities in CRM

Reward Production

- Goals Vary During a Rep's Tenure
- New Reps Focus on Prospecting Activities
- Comp Plan Should Reflect and Reward This
- Senior Reps Focus on Sales Activities
- Comp Guarantees Must be Based on Production



SUMMARY

- Knowing One's Purpose is Key to Success
- Be Clear on Products, Sub-Products
- Track Production Stats Every Week
- Base Comp and Rewards on Production



NEXT WEBCAST

8 Things That Drive Company Value
by Jim Kahrs

JUNE 15

1 PM Eastern
That's a Thursday

REGISTER NOW!

prosperityplus.com or
scan QR Code now



Questions?

THANKS FOR WATCHING
Be Sure to Respond to Survey

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