

HOW TO:

**5 STEPS TO
DEVELOP A
SUCCESSFUL
SALES
STRATEGY**

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**BY THE
SALES
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INTRODUCTION:

5 WAYS TO DEVELOP A SUCCESSFUL SALES STRATEGY

No matter what business you're in—whether B2B or B2C—a successful sales strategy is important. By taking a deep dive into the mechanics of a strategy and what separates a good one from a great one, you will be on your way to crafting a unique strategy that is tailored to your business.



Why take advice from us? Sales 4

Results has years of experience in B2B sales and sales training. Over the years, we've been able to prove our expertise in a variety of industries including Telecoms, Construction, Financial Services, Charity, Media, Retail and more. We know the ins and outs of sale strategies because we have first-hand experience with them.

In this e-book, you will learn what a successful sales strategy is and five practical ways you can start creating a strategy of your own. With this important step in the right direction, you will be closer to creating a successful sales funnel for your business and increasing your revenue and overall cost efficiency.

L.

WHAT IS A SALES STRATEGY?

Before beginning your journey in developing a successful sales strategy, it is important to know what a sales strategy looks like and the differences between a good strategy and a bad one. In this chapter, you will learn what a sales strategy is.

Every good strategy contains a couple of key things: your top opportunities and ways to measure those opportunities in an organized methodology. Since every business is different, every sales strategy will look a little differently as well. Here are the most common parts of a sales strategy:

- Defining your target audience and key customer touch-points
- Defining what makes your business unique
- Setting attainable goals for your business
- Maintaining new and existing leads
- Measuring and reporting on strategies in place.

While the five parts of a sales strategy may be universal, you will need to come up with your own unique conclusions that fit your business. At the end of this e-book, you will know exactly how to go about implementing each of these to create your own one-of-a-kind sales strategy to help attract, maintain and grow your sales prospects and revenue.

These five parts are by no means the only available tactics out there, and your business may already have some in place. If something is currently working for you, don't replace it. You can merely integrate current tactics into your new strategy to ensure you are covering each piece of your business. As stated earlier, every business is different and therefore requires different strategies. It is all about finding the right balance for your situation.

That brings us to the five steps of a successful sales strategy and how you can adapt each into your day-to-day business needs.

II.

SALES STRATEGY STEP 1: DEFINING YOUR TARGET AUDIENCE

A company is only as good as its customers. That is why it is so crucial to know who your target audience is to ensure you are communicating with the appropriate consumers for your products or offerings. So, what is a target audience and how do you figure out yours? Let us explain.

A target audience is a group that is defined by specific characteristics. These characteristics can include gender, age, income, hobbies, profession, location and any other defining characteristics that are relevant to your customers and business.

When it comes to determining your target audience, you need to consider all of these important characteristics and transform them into customers. For example, say your company sells the latest technology—this may include cellphones, laptops and accessories to accompany them. You may presume that your audience is males and females, age 18-50, with a household income range of £60,000-£240,000 annually. Knowing this, you may geographically target your audience by populated cities, or turn to social media to target those that fall within your data points. Whatever you learn, use it to lead your overall strategy.

If you need help determining your audience, Sales 4 Results works with the biggest data suppliers throughout Europe. As a result, we can find the best contacts in the right markets for your campaign. All it takes is providing us with the data you already know. We will be happy to do the rest so you can get back to doing what you do best. With our insights and resources, you will be equipped with a team of decision-making experts that can determine the right target audience for your business.

III.

SALES STRATEGY STEP 2:

DEFINING YOUR UNIQUE SELLING PROPOSITION

Businesses offer something unique—that is why one exists, right? And these unique selling propositions (USPs) are what separate them from the competition. Defining these propositions is key to a successful sales strategy.

To begin, consider what your business offers. Is it a product? If so, what makes it unique?

Odds are there are similar products that are made in the world, so you will want to differentiate them. Consider the materials your goods are made of and where they are made. Can you leverage the environmental impact of recycled materials? Or possibly that it is made in the country of origin? These are seen as benefits to the right consumers and lead them to convert to a sale.

A very common unique selling proposition is a warranty or some type of guarantee. If you offer a 30-day return policy or limited warranty, that is a great starting point for defining each selling proposition and should be included in your sales and marketing strategies.

So, what if you don't offer a tangible product? Consider what you do offer.

Is it B2B consulting, investment banking or another similar intangible good? You can still determine your selling proposition when considering the way you communicate to your audience and why it is better than competitors. For example, does your business operate for longer hours than most, providing your customers with service when it is best for them? Or, does your company pride itself on being upfront about costs? These are excellent USPs that can grab customers' attention and convince them to work with you instead of a competitor.

IV.

SALES STRATEGY STEP 3: SETTING REALISTIC GOALS



When it comes to setting goals, there is a fine line between realistic goals and too steep of goals. You want them to be high in the sense that they require hard work, although, making them too steep could result in employee burnout. That is why it is essential to set the right goals for your company's size and revenue projections.

Consider these few tips when determining realistic sales goals. To start, you should always take time into account. It is an essential part of the growth process when measuring the effectiveness of tactics. You can do this by calculating the number of hours it will take to reach a sale, and then dividing that by the number of hours a salesperson will work in a year. Then, you can use that number to calculate an overall amount of time between all of your sales employees. This will give you a ballpark number of what your numbers will be if everything stays the same.

Although, this is where different tactics come into place. If after finding this number you are far from your projected goal, there are some changes you can implement. Firstly, shortening the amount of time between lead warmup and transaction can lead to more sales without adding more members to your team. This can be achieved by outsourcing a sales company—such as Sales 4 Results—which can provide you maximum results using more efficient processes like innovative CRM software. If you want to be prepared with set objectives before outsourcing help, spend a little time figuring out where your current sales team could use help.

Once you know where you can do better, you can plan for change and growth for the future and set right-sized goals for your business.

V.

SALES STRATEGY STEP 4: BUILDING LEADS AND PROSPECTING

Building your prospect list can be hard in a technology-driven world. New tools are being developed every day and at times it can seem hard to choose what is best for your company. Here is a very important tip about gaining prospects: it is just as much about old tactics as it about new ones. Let us explain.



Back before technology was so heavily used and not every company had a website, people would use good old fashioned networking and relationship building to grow their leads. That is why it is so essential to have a sales team in the first place.

People still enjoy speaking to a real person, whether they purchase through an eCommerce site or not. While investing in digital tools is an essential part of prospect building, so is one-to-one communication and relationship building. This kind of sales tactic can be achieved by picking up the phone and having direct communication with leads, or making time for face-to-face relationship building. This makes telemarketing and field sales a must when looking to build and prospect leads. Thankfully, we can help your business achieve just that with our talented sales experts.

When it comes to digital tools, there are plenty out there to choose from. If you do have an eCommerce site, you can use email lead generation to build your list and blogging for a place to land your new leads. We specialize in email marketing and can assist you with creating successful campaigns to attract and engage your prospects. This could include a welcome series to introduce them to your brand or more advanced series like shopping cart abandonment.

Whether by telephone, digital, direct or all three, one-to-one contact is an essential part of any good strategy.

VI.

SALES STRATEGY STEP 5: MEASURING & REPORTING

Once you have performed the previous steps, it is time to measure the effectiveness of each to determine if they are working or if you need to make adjustments. To do this, you will need to be familiar with reporting tools.

For your target audience, you will need to ensure the type of customers you chose resonated with your sales tactics. If engagement is low and you are seeing little to no return, you may need to adjust your defining characteristics. It could be that they are not specific enough for your business. This will work in tandem with your USPs and how your audience is reacting to your selling proposition.

When it comes to setting goals, trial and error is a large part of the process. If you don't reach a goal, you will need to explore why you didn't reach it and how you can adjust your strategy or processes to reach it next time. Or, it could be that your goal is too steep with the amount of resources you have available to you. In that sense, it may help to seek experts who can assist you in reaching your goals.

Lastly, and arguably one of the most important, retaining your prospect list is essential which means measuring the effectiveness of your strategies is key. Outsourcing sales tactics such as telemarketing, field sales and sales training can create a face-to-face communication approach which will drastically impact your lead numbers, and, ultimately, your sales.

Each of these five steps is critical to developing a successful sales strategy. If you need help executing these tactics, Sales 4 Results can help you. Reach out to learn more about our offerings and what we can do for your business.

**LET'S MAKE
YOUR SALES
TARGETS A
REALITY.**

ABOUT US

Sales 4 Results is a global sales and marketing consultancy that possess the experience and academic knowledge to help and support businesses to achieve their goals. We are one shop stop for all of your customer acquisition and retention needs.

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