



SALES MANAGEMENT

STRATEGY Q4/Q1 2017

CUSTOMER & TEAM CENTRIC

1 Every Customer is Important

2 Every Sales Consultant / Colleague is Important

3 BOUNCE RATE Killers

4 TECHNOLOGY Partner

5 Ecommerce Believer



OBJECTIVES Q4 - 2016



1. REVIEW BY SALES CONSULTANT 1 TO 1 WITH CRM

#1

EVERY PROSPECT BY
SALES CONSULTANT:
STATUS, LAST FOLLOW
UP, NEXT FOLLOW UP

#2

EVERY
OPPORTUNITIES BY
SALES CONSULTANT,
(STATUS, AMOUNT,
CLOSE DATE, % OF
COMMITMENT, LAST
FOLLOW UP, NEXT
FOLLOW UP)

#3

EVERY ACCOUNT BY
SALES CONSULTANT:
INVOICES, PAYMENTS,
UPSELLS, POSSIBLE
SUCCES CASE

2. REVIEW OF SALES RESOURCES AND MATERIALS

#1

PPT, WHITE PAPPERS,
SUCCESS CASES, DATA
SHEETS, ...

#2

ROLL PLAYS WITH
SALES MANAGER WITH
PPTS

3. MAKE AN EXECUTIVE REPORT OF STATUS INCLUDED

#1

**WHERE WE
ARE...**

#2

NEEDS

#3

SWOT

4. TO BUILD UP A CUSTOMIZED DASHBOARD FOR SALES

1 KPI for Sales (Work in Group)

2 Public for everyone involved on Sales process and management

3 Forecast

4 Pipeline

5. REDISIGN OR NOT SALES PROCESS AND MODEL

#1

SALES FOR
INDUSTRIES,
GEOGRAPHICAL
AREA, KEY
ACCOUNTS,
IBEX 35...

#2

CHANNEL

#3

PARTNERS

6. MAKE A TEAM BUILDING ACTIVITE

#1

**CANOEING,
SKYING,
HORSES,
VISIT A
WINERY**

#2

**DRINKS
AFTER
WORK**

#3

LUNCHS

OBJECTIVES Q1 -2017



#1 Close the Year 2016

#2 Performance Appraisal Q4 2016

#3 Define Sales objectives (Growth, Team, Invoicing Monthly, Quarterly and Annually)

#4 Review with MD and Marketing "PR and Marketing Plann for 2017"

#5 Review prospects, opportunities and Accounts



6

Build up an Incentive Programm

7

Define Team Building activites

8

Sales Team Publishing Schedule and
Subjects Sales, Sales and Sales

9

Others...



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**MANY
THANKS**

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