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Sales Focused Business

The Sales Equations



The Strategy and Practicalities for Establishing a Sales Focused
Business

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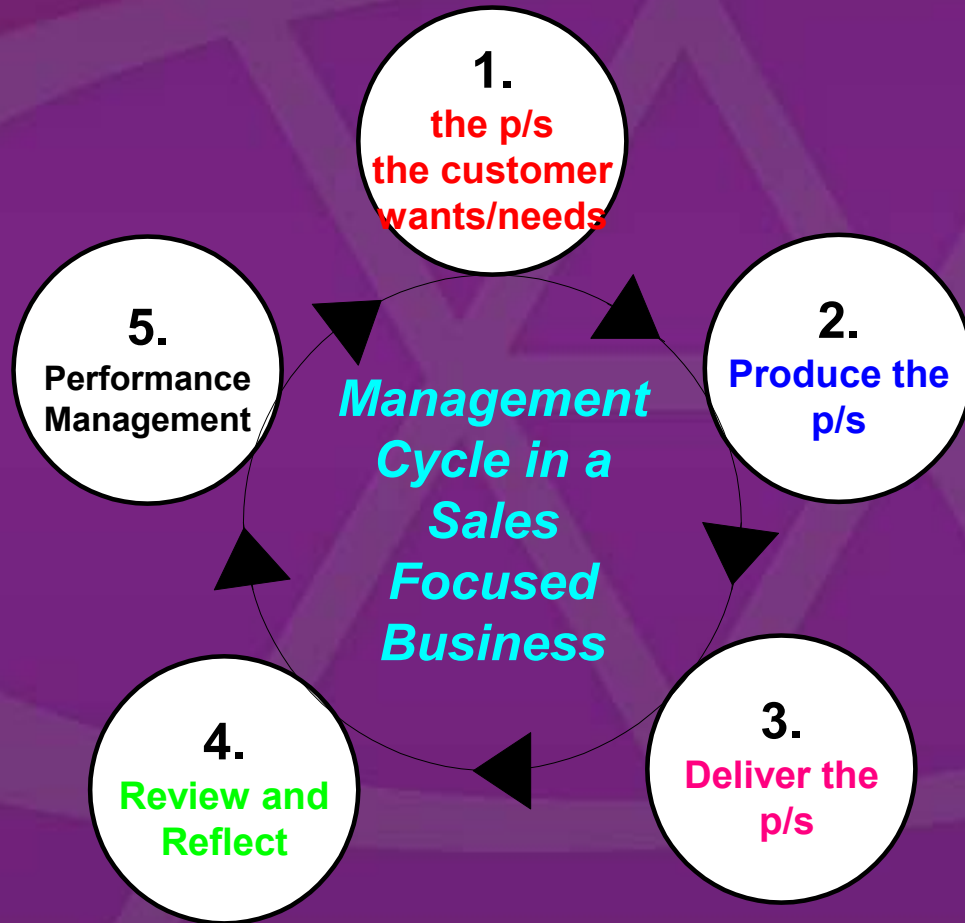
There are ten essential elements to a Sales Focused Business.

The following five are Management elements:

- 1. Having the right product/service i.e. your customers want your product/service and this can be proven (Marketing)**
- 2. Being able to produce the product/service i.e. this means production, support and operational functions are strategic and have process disciplines and are quality controlled**
- 3. Delivering the product/service**
- 4. Review and Reflection i.e. seeing what was done and determining its contribution to outcomes and compliance with process**
- 5. Performance Management i.e clear KRAs/KPIs; Values Driven Behavioural requirements and systematic and disciplined Performance Management including specific performance feedback which is effective and sound (e.g. Human Noetics approach)**



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The Management cycle of a Sales Focused Business looks like this.

The key is to note the essential management elements.



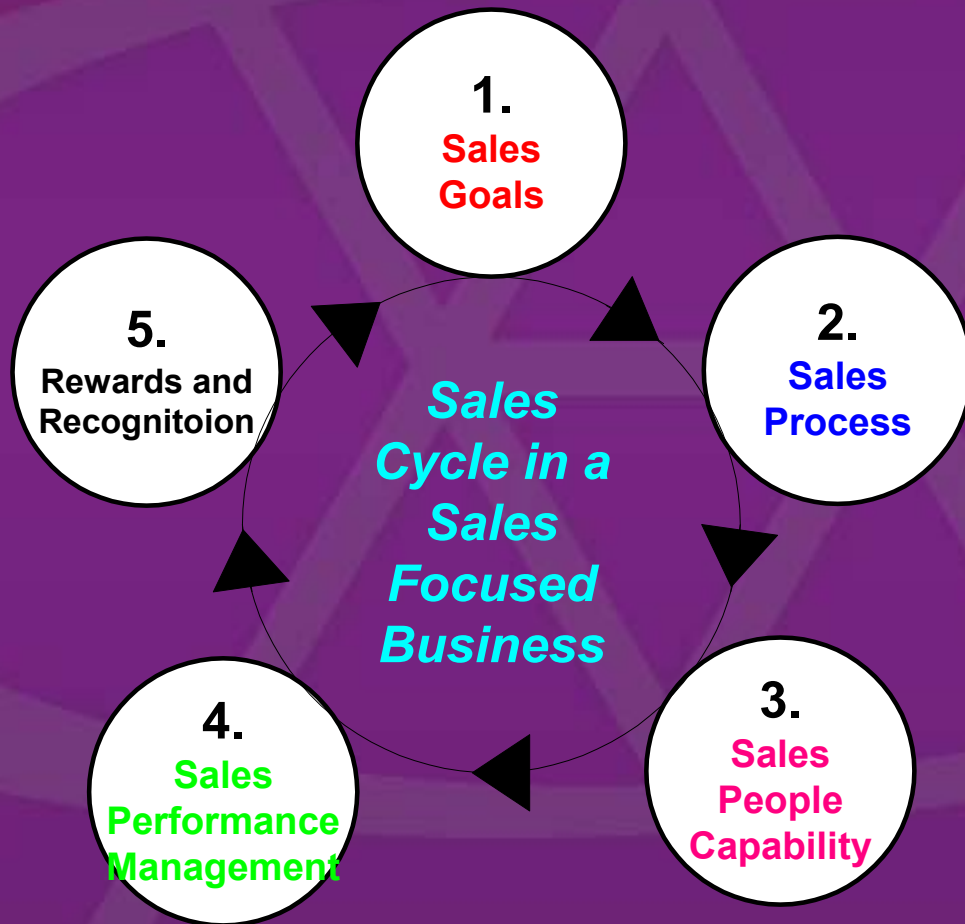
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The following five elements are Sales Specific elements of a Sales Focused Business

1. **Sales Goals i.e. clear goals and targets for all parties and for all sales activities and efforts**
2. **Sales Process Capability i.e. that means having documented sales strategies, sales plans, sales scripts and sales support material and compliance with these is closely monitored e.g. Frontfoot Sales tools**
3. **Sales People Capability i.e. this means a sales capability at all levels such as the Executive Team (strategy), the Managers of Sales (coaching and people skills) and the Sales People themselves having skills in sales i.e. sales scripting, sales delivery, reflective review etc. such as Frontfoot Sales**
4. **Sales Performance Management**
5. **Sales Rewards and Recognition which need to be both intrinsic (personal and career development via a Noetic Work-Life focus) and extrinsic (external) especially because money is psychologically only a hygiene factor.**



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Sales is an outcome focused activity hence the results/goals are the key target of all activity.

Goals, have to be clear and relate to targets, process management and culture i.e. consistent with organisational values .



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In summary, for a Business to become Sales Focused and to maintain the Sales Focus, the following are the key players and their roles.

- 1. Executive Leadership – this team sets the goals and provides the strategic plans. This team should be charismatic, inspirational and goal focused.**
- 2. Marketing Management – this team must know what clients/customers want and helps ensure that the Product/Service is correct is suited to the client.**
- 3. Support and Operational Teams – these teams are the backbone of activity and so they require strong process disciplines.**
- 4. Managers of Sales – the managers of sales must understand the business and sales strategy and be able to customise it to their client/customer groups and translate the strategy in to action by sales staff. This group must have clear processes, be able to monitor performance, coach for success and strictly performance manage for outcomes.**
- 5. Sales People – these folk must have the process, be process disciplined and have interaction and sales delivery skills.**
- 6. HR – this team is essential for ensuring that the key People Capabilities, Performance Management Mechanisms and Rewards and Recognition systems are in place and followed.**



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Conclusion

**In conclusion, all players are essential.
The Executive team sets the agenda and strategy.
Management oversees the process and the people
and ensures compliance with all strategies
(business and people) and processes.
HR sets the people strategy and ensures that the
people equation (people capability, people
management, and rewards and recognition) is
right.**



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I trust this material has helped clarify the crucial role of all people and functions in a Sales Focused business. For more information you can contact Leigh Kibby on:

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