

## This Month

### The Sales Process

- ◆ Knowing what to do, and when to do it.

## Past Issues

### Sales Management

- ◆ Effective feedback nurturing growth

### Sales Performance

- ◆ An equal measure of expectation and accountability.

### Making the Correct Decision

- ◆ The customer is served; the company is not put at risk.

### Performance Management

- ◆ Expectations and needs, the cornerstone to significant growth.

## Skip Flinn

I send this letter out to all my clients as a reminder to address the basic questions and issues on a regular basis. If you'd like more information about this topic, or would like to receive this letter on a regular basis, contact me at: [skip@flinnassociates.com](mailto:skip@flinnassociates.com)

## Achieve Results via a Structured Sales Process

According to Bill Brooks, a leading expert in sales management, "If you don't have a system for accountability and some form of performance management in place that evaluates factors other than pure sales results, you will never be able to hold someone accountable for issues that ultimately determine a person's sales success or failure."<sup>1</sup>

I believe every sales manager must consider two objectives at the foundation of their responsibility.

1. They must effectively manage the sales process.
2. They must provide leadership in support of the sales team.

Without a structured sales process or sales management system, leading the sales staff is much more difficult and considerably less effective.

### Benefits of a structured sales process:

1. Prioritized sales activities
2. Improved communication
3. Uncover strengths and weaknesses
4. Laser focus on customer needs
5. Prevents distraction, often caused by influences outside key priorities

### Advantages

1. Improved time management
2. Expected results are determined in advance
3. Managing a process is readily measurable
4. Sales opportunities are uncovered more easily
5. Continuous improvement is a focal point

### Summary

An effective sales management system will create a structure, which prioritizes all activities – those of the sales staff and the sales manager. Establishing priorities prevents distraction generated by the day-to-day flow. A sales management system provides an opportunity for the manager to focus on continuous performance improvements, resulting in revenue growth.

**Remember:** Trapped in an office, dealing with "stuff" is neither an attribute of a sales management process, nor an effective way to manage a sales staff. The sales manager must be active, provide a role model of behavior, and continuously help the staff become more effective.

For further insight into this subject, contact [skip@flinnassociates.com](mailto:skip@flinnassociates.com)

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<sup>1</sup> William T. Brooks, The New Science of Selling and Persuasion: How Smart Companies and Great Sales People Sell, page 51, Copyright 2004 by The Brooks Group; Published by John Wiley and Sons, Inc., Hoboken, NJ