

Creating a clear sales strategy

#01

What do I need to be aware of?

Everyone in your business needs to buy into your sales strategy, and believe it is deliverable with clear guidelines on how it will be delivered.

#02

What is most important to get right?

Getting super clear on what you're trying to achieve and the steps needed to deliver it.

Remember, where you start will not be where you finish – it is a process.

#03

How should I start this?

Identify what you are selling and identify what your customers want. Ask yourself do these match?

#04

Where can it be hardest to get clarity and what should I do?

Ensure that customers are at the centre of everything that you, and your business does. Moving from the funnel to the flywheel will help you gain clarity on how your customers can become your biggest advocates.

#05

How do I bring other people into this?

A good sales strategy is one that all the team have had input into and one they have agreed to deliver.

#06

Where is it common to get stuck?

The biggest challenge is sticking with your plan and being focused. Being disciplined to deliver this and not get distracted or change the plan before you see results is crucial.

#07

How do I judge if this is successful?

Success is when your customers become your advocates – think about having a robust NPS (Net Promoter Score®) programme.

#08

If I want to learn more, where should I look?

Both 'Turning the Flywheel' by Jim Collins and Hubspot, are great for more information on the Sales Flywheel.

Ultimately, read lots and listen to your customers as they can be your greatest source of insight.

