

GOLDEN RULES

TO DEVELOP
A WINNING
SALES STRATEGY

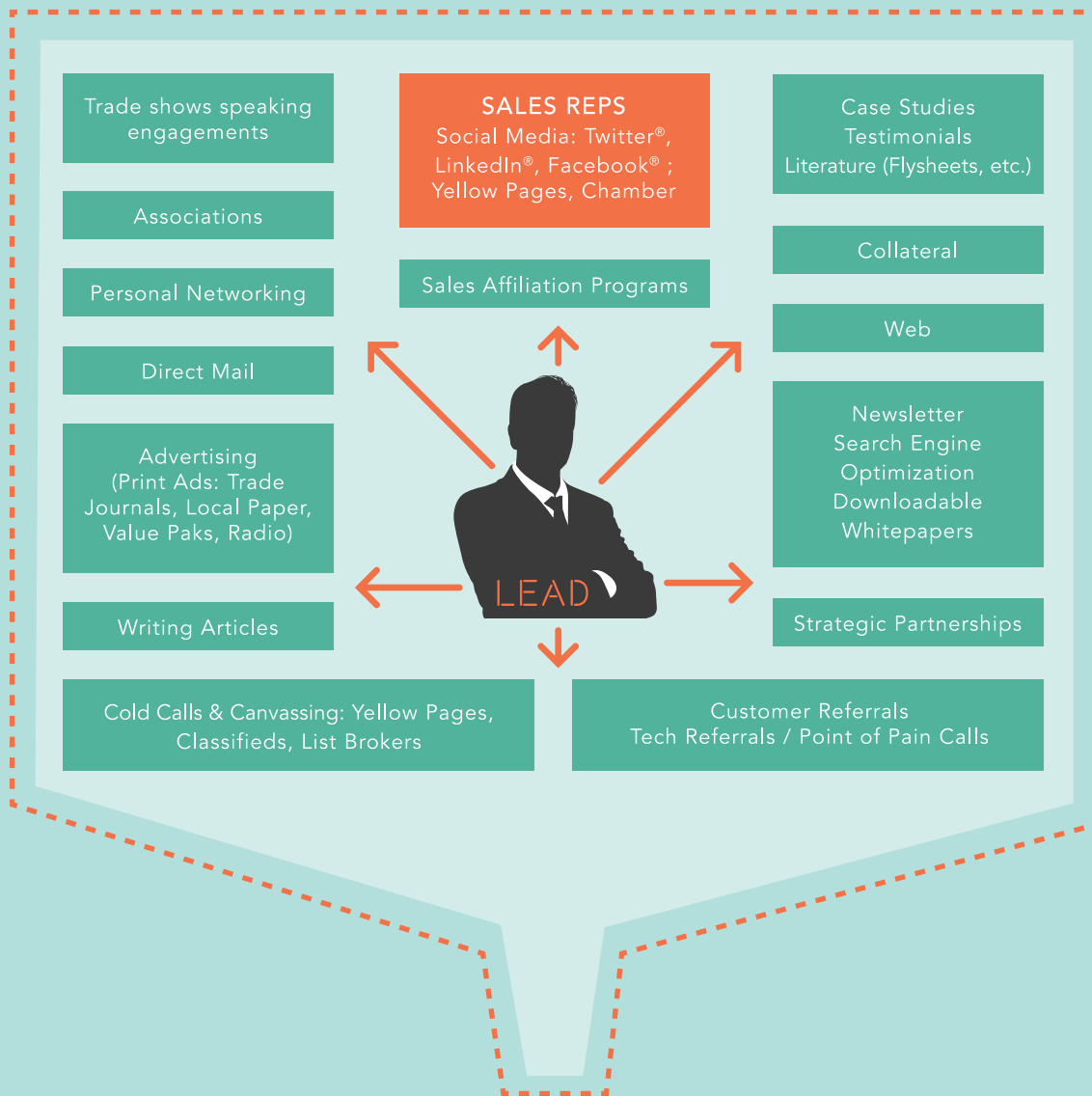
INTRODUCTION

What sets your business apart from the competition may not be just having great products and a good technical team. They may have developed a sales strategy that has led to their success.

By developing a winning sales strategy with your team, you can take your business to the next level of success, and your team will be part of that success too.

This e-book highlights Five Golden Rules for building a sales strategy that will win new customers and retain business.

Keep calm and ***Close the Deal!***



RULE #1:

IT STARTS WITH THE SALES FUNNEL

A winning sales strategy begins with the sales funnel. So how do you fill it? Where do the leads come from?

TIP: Don't limit your lead generation activities to just one item. A good lead generation program will include a mix of activities. But caution – if you are wearing more than one hat in your organization, do not try to do too many activities. Pick a few and get them working well before you add more.



RULE #2:

SET ACHIEVABLE AND MEASURABLE GOALS

Sales is a numbers game. If you send enough emails, make enough calls, have enough meetings, you will be successful, right? Not necessarily. Without setting goals that you and your sales team can achieve on a daily, weekly, monthly, quarterly or yearly basis, how will you know who is successful and who is not. The goals you set with your team should be realistic and achievable so they continue to make more calls and close more deals. And you can do some great budgeting and forecasting too.

TIP: Instead of focusing just on quantity of sales calls made as a way to measure sales success, add in some improvement metrics so your sales team can realize their goals in a meaningful way. Include your team in the goal setting process so they all feel like a part of the organization and that they are all working towards the same goal.



RULE #3:

KNOW YOUR CUSTOMER

The best advice you can get for a new customer acquisition strategy and becoming a strategic adviser is to know your customer. Managed services isn't just a technical sale; it's a business sale. Failure to address your small-to-midsize business (SMB) customers' pressing concerns in your sales pitch results in slower uptake and disappointing outcomes.

TIP: Listen to your prospects, do your homework upfront, and take the time to understand what their business goals are and where they need help. Communicate with your customers and prospects through social media like Twitter®, LinkedIn® and Facebook®. Make your communications about helping your customers grow their business, not just about how great your business is, and they will be more inclined to listen to what you are saying.



RULE #4 :

SELL THE RIGHT SERVICES AT THE RIGHT TIME

Generating recurring revenue and acquiring new customers are flip sides of the same coin. You need new customers to generate recurring revenue. You can't generate more recurring revenue without new customers. The key to building recurring revenue is selling the right services to the right customers at the right time.

TIP: Be flexible – sell exactly what the customer wants and needs as a managed service. If you can provide the specific services that your customers want and need now, you will prove your value and build a great relationship.



RULE #5:

DON'T WAIT. AUTOMATE.

By reducing the cost of delivering managed services, an MSP immediately improves profitability. Automating as many standard, manual IT tasks as possible is key to reducing costs. The challenge is to automate the right types of routine tasks to realize new efficiencies, achieve a systematic approach and improve technician productivity.

TIP: There are many tasks that make sense for automation. They include updating patches, resetting passwords, running defrags, application deployments, performing asset management, updating software on employees' systems, managing endpoint security and regulatory compliance, and rapidly auto-discovering all network and systems across the infrastructure.



BONUS TIP!

GIVE YOURSELF AWAY

Think of some of the best sales people in the world today – Tony Robbins, Richard Branson, Suze Orman and what do they have in common?

When they have the chance to teach – regardless of being paid to do it or not – they give away their knowledge and experience. Freely. They are not worried about someone stealing their best ideas.

Follow their lead and take the opportunity to give your knowledge away. Blog, speak at industry or local events, participate on panels or vendor webinars. And make sure you tell all of your customers and prospects about each one of these opportunities so they can learn from you. Soon, you will find that you are becoming a thought leader in your community and industry and you will gain more business just by doing so.

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