



FAST TRACK YOUR SALES

**MODERN
SALES
ASSESSMENT**



RGC Sales Inc.

Sell More. Faster.

Business Information

- How long have you been in business?
- What makes your company unique?
- Why would someone buy from you vs your competition?
- What do you offer that your competitors can't?
- Do you have business growth expansion plans? (new products, new locations, etc.)
- What are your main revenue sources?
- What is your current revenue?
- Who is responsible for sales in your company?
- How many hours a week do they spend on it?
- How do you pay your salespeople?
- How do you forecast sales?
- What kind of sales reporting do you use?
- What sales capacity are you running at now?
- What is the max sales capacity of your business?
- How many active customers do you have?
- How many inactive customers do you have?
- How often do your customers purchase?
- What is the average number of new customers per month?
- What is the average number of repeat customers per month?
- What is the average spend per new customer?
- What is the average spend per repeat customer?
- Do you know your customer acquisition cost?

Sales Process

- Do you have a sales process?
- What are your current sales processes or practices?
- How long is the sales cycle?
- What is your close rate?
- Do you have a renewal process? If yes, what it is?
- Does your website model the sales process?
- Have you ever tried other sales processes?
- How do you get new customers?
- Where do they come? How do you identify them?
- How do you know when someone is ready to buy?
- How do you connect with ready buyers?
- How do you move buyers through the sales process?
- How do you nurture potential buyers?
- How do you follow-up with buyers that just aren't ready yet?
- How do you follow-up with old customers who have not made a recent purchase?
- Is there part of the sales process that is repetitive?
- What tasks would you like to eliminate?
- What process would you like to automate?
- Have you ever asked your customers about your sales process?
- What do you like and dislike about your current sales process?
- What happens if you don't fix your dislikes?

Sales Strategies and Software

- What software do you use?
- What client management software (CRM) do you use to manage client data?
- If no CRM software, what process do you use? (ex: excel, paper, etc.)
- What information do you capture? Why do you capture it?
- What other data would be useful for you to capture?
- How much time do you spend on this?
- What are your client data management costs?
- What do like and dislike about your current processes or practices for capturing data?
- Can your contact database easily create lists?
- What can you filter and sort by? (ex: buyer stage, last contact date, last purchase, etc.)
- Do the list update automatically?
- If using a manual process, describe the process?
- Are your list available in csv, excel or pdf format?
- What do you like and dislike about your current process for creating lists?
- How do you track buyers vs. non-buyers?
- Do you use customer lifecycle stages to classify contacts? (ex: lead, prospect, opportunity, or customer)
- Do you track lead sources? (ex: website, cold call, walk-in, etc.)
- What method do you use for client follow-ups and tasks?
- What sales activities do you do with your customer data? (ex: email phone, etc.)
- What customer success activities do you do with your customer data?
- Do you have a revenue forecasting method you use?
- What kind of reporting do you get?
- How much time do you spend on this?
- How much money do you spend on this?
- Have you tried anything else?
- What happens if you don't fix your dislikes?

Sales Goals

- What are your growth goals? (expansion, new products, etc)
- What are your sales revenue goals?
- What are your sales revenue growth goals by source? (new vs. repeat)
- What are your sales goals? (close rate, increase average order size, etc)
- What are your cost goals?
- What are your time management goals?
- What are your reporting goals?
- Have you ever considered sales training, sales coaching or sales management solutions?

S.W.O.T. ANALYSIS

STRENGTHS

SWOT

STRENGTHS

What you can build upon?

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WEAKNESSES

SWOT

WEAKNESSES

What needs to be addressed?

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OPPORTUNITIES

SWOT

OPPORTUNITIES

Quick wins and growth

-

THREATS

SWoT

THREATS

The cost of inaction

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WHAT NEEDS TO BE ADDRESSED

Needs

Questions that need to be answered?

More information needed to move forward

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Quick Wins

Things that can make an immediate impact

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TRAINING RECOMMENDATIONS

Training

TRAINING

What courses you should take?

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NEXT STEPS SUSTAINABLE GROWTH

Next
Steps

NEXT STEPS

What does implementation look like?

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About RGC Sales Inc.

Senior VP sales executive that has generated over \$500 million in sales revenue.

- VP of Sales and original founding shareholder of Canpages which sold for \$225 million
- Enterprise Sales Manager and current shareholder of HootSuite which is ranked the #1 social media management tool for businesses by Forbes.
- VP of Sales and current shareholder of LocalSphere (now RTOWN.ca) which is ranked the 15th biggest digital media agency by Business in Vancouver.



Top 3% in Canada
with over 8,000
LinkedIn followers



My real passion is teaching, coaching and sharing my knowledge with others. My philosophy is simple; you can only help someone when you take the time to educate them. In 2015, I decided to step back from my senior executive VP Sales Leadership roles to dedicate my time to helping other businesses achieve their sales goals which lead to the creation of RGC Sales Inc.

As a sales professional, I've learned that potential customers are not going to wait for you in this fast-paced world. Device technology, the internet, and social media platforms are only going to increase in popularity, and become faster and easier for people to make buying decisions.

In today's world, consumers approach the purchase journey from a different path, which means as salespeople we need modern sales strategies and processes that match today's modern buyer behaviour.

Contact

RGC Sales Inc. provides:

- ✓ **Sales Courses**
- ✓ **Sales Training**
- ✓ **Sales Coaching**
- ✓ **Sales Leadership**
- ✓ **Sales Management**

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THE END

***“Sell unto others,
as you would
have them sell
unto you!”***

