SALES PLAN OUTLINE

Salesforce accountability drive's behavior, but it's not about micromanaging your sales team. It's about enabling your team to perform, setting criteria for success and measuring the results to provide actionable feedback and countermeasures where you are falling short.

When setting goals for your sales team the first place to start is establishing expectations related revenue targets, then define objectives to achieve those targets with associated Key Performance Indicators (KPI's) that will measure progress.

What's your number? Providing an annual sales target with quarterly forecasted goals sets an expectation for team members of an end goal, and by tracking on a quarterly bases as a manager you can gage your progress to achieving that goal and course correct if you find that you are tracking behind budget before you find yourself in a hole at year end.

Drive the behavior you are looking to encourage!

Key objective should be specific, well defined and aligned with corporate growth goals.

For Example:

- Drive increased level of new projects with new accounts
- Drive growth in emerging markets (i.e. Medical device, Autonomous Robotics or Hybrid Vehicles)
- On-board (2) new major accounts with $1m+ in total revenue potential

KPI's should then be put in place to support those objectives and drive the behavior you are looking to encourage.

Specific KPI's could include:

- Maintain a (6) new incoming RFQ average / week over a rolling (4) week period.
- Maintain a (5-8) customer calls per week average over a rolling (4) week period.
- Bring in (6) new projects per quarter.

These activities can be further supported by inclusion of the KPI's into your teams Sales Incentive Plan (SIP) allowing them to gain incremental reward for achieving goals that drive your business success.

This should be followed by an action plan that will help hold your team accountable, but at the same time help set them up for success. For example, determine (5) possible companies that could be key account growth plan candidates for review by a set date late in the year to establish targets for execution Q1 of the following year.

Once goals, objectives and an action plan have been defined a regular cadence must be established to hold everyone accountable. We say everyone here because just as we need to hold our sales reps accountable for their actions, they must hold their sales management accountable to deliver on the tools and actions required for them to be successful. For example: if you are asking them to heavily prospect accounts and new business, they should not be chasing down quotes and production order status internally.

By leveraging time based tasks and activities to drive proactive follow-up you know what got done and what needs to be done, which clearly outlines what to focus on during war room calls.

Depending on your business a weekly or bi-weekly review is most common, typically alternated between budgeted accounts and incremental new business activity. As a team, these meetings can be used to review customer activity, weekly sales call activity and any customer issues that are present. This also presents the opportunity to discuss successes, opportunities, failures and threats that your team is seeing in the field to help keep a pulse on your business within the industry.

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All of these key points combined together support the development of an overall sales ecosystem that clearly defines what is expected and puts in place a plan and establishes a cadence that drives sales growth.

Looking to get your sales team aligned and off to a good start? Click Here for our free sales plan starter template.

At KALLAN Sales Development, we help our clients develop effective sales plans that drive salesforce accountability.

Contact us today to see how we can tailor a solution to your needs.