

What helps makes a company GREAT!

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- Great companies need:
 - Well used and implemented CRM system
 - Setup to serve both management for pipeline reports and sales for prospecting and record keeping / project management
 - Divided and defined mature Target Markets with specific sales strategies applied to them
 - New Market / Product Development Process that properly uses time and money in the front end
 - Obvious benefit to customers over competition beyond price and engineering ability
 - Customers need to see their account manager as a productivity and efficiency expert in their industry and not a product peddler.
- Sales Groups need to be specialized by industries served and add value
 - Teach - Tailor - Take Control (Challenger Sales Method)
 - Use a standardized "Insight Selling" approach to target presentation to industry groups in a simple way
 - Produces major "ah ha!" moments when prospects are shown something they never considered before
 - Define the sales process for each industry group
 - Share it with prospect
 - Walk thru the steps
 - Reduce Travel & Entertainment
 - Use GoToMeeting for presentations and project development
 - Save the visits for actual projects
 - Have a project process where the visit is in step three or four and not step one as a rule (ask about my PDT system)
- Marketing needs to work closely with Sales
 - Develop simple and pointed insightful sales presentations that reduce the initial fact finding and target the obvious prospect needs
 - Commercial Teaching message targeted to industry groups or prospect types
- International sales are a continuation of domestic sales success
 - Model international after US using technical inside sales in the US to manage dealers internationally
 - Stay focused and develop one sector at a time
 - Geographically and by prospect type
 - Go as fast as resources allow
 - Watch out for foreign exchange swings but denominate in local currency
 - Do what you do very well to keep competitors out
 - Try to find that elusive Super Rep or Dealer who will give themselves to your mission
 - Avoid expense of employees internationally if possible
 - Travel from USA when there is a good reason to
 - New project development
 - Trade shows
 - Customer visits and problem solving
 - With a dealer when possible for local representation
- Internet Savvy
 - Inside & outside Technical sales people must
 - Be adept at taking a customer thru and around the web site "live"
 - Factfinding - Tell a story - Find solutions
 - Point out examples of products in action that apply
 - Find drawings and specs
 - Be able to use / host Go To Meeting on the fly and by appointment
 - Site filled with "Commercial Teaching Messages"
 - Marketing and Sales must collaborate
 - Social Media - FaceBook - LinkedIN – NextDoor
 - Email and proposals must be littered with hotlinks and linked references
 - Drive customers back to Website
 - Your greatest reference source and most complete information trove
 - SEO – Search Engine Optimization a MUST for top search engine position
 - Pro-active by marketing with help from sales
 - Daily or at least weekly
 - Based on latest algorithms