

Yearly Sales Plan

Annual Sales Team Performance and Coordination Dashboard

This slide signifies the dashboard on sales team performance and coordination. It includes total revenue generated, employee performance pie chart, Products sold and income by customer location



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- A successful **sales strategy** presupposes a comprehension of your real competitor status quo.
- Before you try to persuade your prospects to choose you, assist them in making the decision to change.
- Answering these questions distinguishes your solution and sets the tone for your buyer's entire Decision Journey.



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- **Cross-selling** is the practise of recommending additional products that complement a purchase.
- **Upselling** is a sales strategy that involves persuading customers to buy a more expensive version of a product than they had planned to buy.

Cross Sell and Upsell Opportunity Techniques

Highlight the opportunity of cross sell or upsell and analyze multiple techniques.

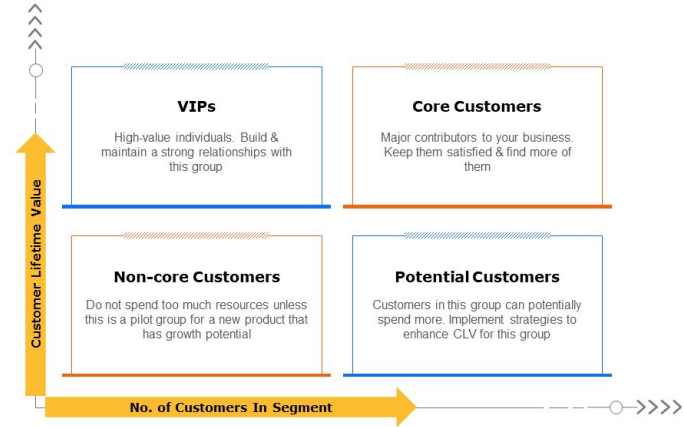


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- **Customer segmentation** refers to the method of grouping customers based on shared attributes so that businesses can market to each group effectively and appropriately.
- A company may segment customers in business-to-business marketing based on a variety of factors, including: Industry, Employees are counted.

Customers Segments – Matrix 2



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→ A sales action plan outlines what you intend to do to meet your sales targets, with a focus on the transactions and relationships you can cultivate with customers.

Sales Team Action and Follow Up Plan

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DATE: DD/MM/YYYY

Team Members

Name	Designation	Role	Department	Work Description
Andrew James	Sales manager	Leading and coaching sales team	Sales	Your text here
David Janson	Executive sales manager	Mentoring the members of her sales team.	Sales	Your text here

Goal

To increase sales in XYZ territory from 5 % to 9 %

Objective

- Communication company sales goal.
- Provide strategic direction to sales team.
- Your text here

Strategic Action Description	Party /Dept Responsible	Date to Begin	Date Due	Resources Required	Desired Outcome	Follow Up Plan
Creates A clear ideal customer profile	Sales manager	DD/MM/YYY	DD/MM/YYY	Your text text	Your text text	Your text text
Set A clear market strategy	Sales head	DD/MM/YYY	DD/MM/YYY	Your text text	Your text text	Your text text

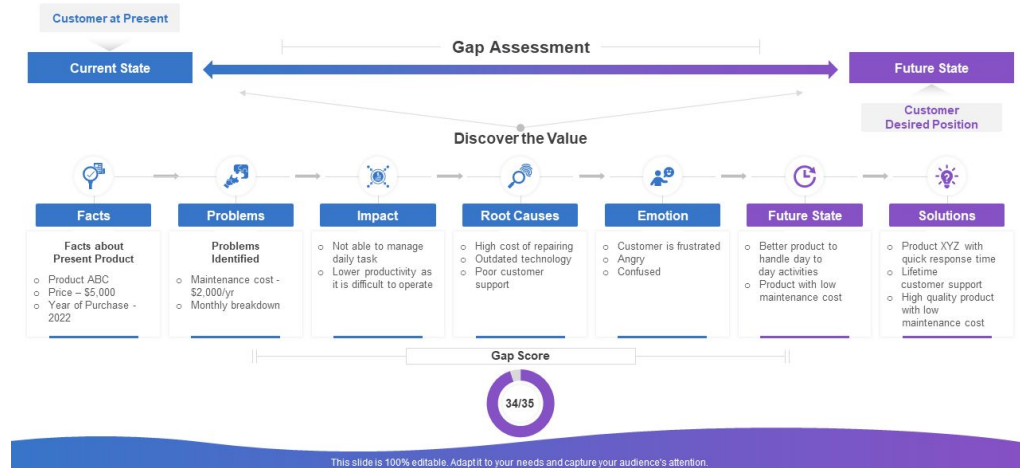
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→ **Gap Selling** approaches sales from a problem-solving perspective. Before discussing your solution, it requests that you diagnose your prospects' problems and determine desired outcomes.

→ If your sales reps are having difficulty connecting with prospects, using this methodology can help them win more deals.

Gap Selling Sales Methodology for Deal Closure

Sales methodology caters guidelines that assist sales representatives in closing deal with clients. GAP selling sales methodology focus on highlighting gap among prospects business at present and desired level. It cater best way to position firm's offerings most effective in filling existing gaps.

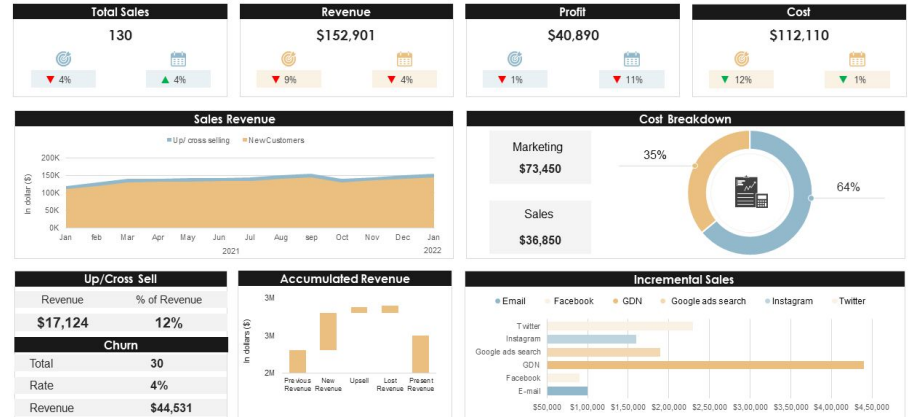


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→ The value of goods or services sold during a monitored period of time that exceeds what your business would normally sell is referred to as **Incremental sales.**

Metrics to Measure Sales Team Performance

This slide focuses on metrics to measure sales team performance that covers total sales, revenue, profit, cost, incremental sales, accumulated revenue, cost breakdown, etc.



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How do you create a year-long sales plan?

- Determine your objectives. Begin by deciding what objectives you want to achieve.
- Make a list of your goals. It's time to give your high-level goals for the year some attention now that you've established them.
- Distribute resources.
- Identify your key performance indicators.
- Make it more manageable.

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What exactly is the distinction between upselling and cross-selling?

- Upselling is the practise of encouraging customers to buy a comparable higher-end product than the one under consideration.
- Cross-selling encourages customers to buy related or complementary items.

What are the most effective sales techniques?

- Make a plan for generating leads.
- Understand your sales cycle.
- Understand your numbers.

- Seek out referrals actively.
- Concentrate on getting appointments.
- Prepare for objections.
- Follow up and pay attention.

What are the types of customer segmentation?

- Demographic
- Psychographic
- Behavioural
- Geographic
- Firmographic segmentation .

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