

How to make your sales process work

Is your sales process being followed by your entire team? If so, is it producing the revenue outcomes you want? Every organisation has a sales process, but not every organisation can answer “yes” to these questions. Check out Accela’s top tips for proven success:

Tip #1

Establish a consistent process

- All salespeople have the same process to follow
- Communicate and teach process organisation-wide

Tip #2

Tailor for relevance to job role

- Sales process should fit with industry type and nature of sales force
- Process should be designed to easily custom fit the differing nature of each sales role

Tip #3

Ensure process is simple and easy to follow

- Keep it simple, a two page flowchart is superfluous, impossible to remember and will not be adhered to
- Steps should be logical and lead to the next step in advancing a sale

Tip #4

Measure and monitor results

- Each stage of the sales process tracked and monitored for pipeline leakage
- Feedback to managers

Tip #5

Create forum to share best practice

- Establish a BAU forum to share what works and why
- Best practice to be adopted within sales process framework

Tip #6

Focus on results, not diversions

- Build the process on measurable data of what works, not anecdotal data of what doesn't
- Avoid “hijack” of sales process
- Allow room for individuality, but stick with what works in reinforcing the process

Want to know how Accela can assist?

Contact us at info@accela.com.au or call +61 2 9368 7969 for a complimentary review of your sales process.