

Supercharge your sales tools

Do your salespeople have easy access to the tools they'll need to deliver optimum sales effectiveness? Check out Accela's top tips for proven success:

Tip #1

Know what works

- Ensure that sales tools used enhance and not detract from on the job performance
- Share best practice and test use of sales tools against what's known to work

Tip #2

Clear the decks

- Test sales tools for currency
- Ensure robust version control process in place

Tip #3

Relate to job roles

- Align relevant sales tools to job roles.
- Create efficiency by sharing tools across roles where appropriate
- Test for obsolescence

Tip #4

Map to competencies

- Define key competencies for all sales roles
- Ensure sales tools aid high performance in desired competencies

Tip #5

Embed in sales process

- Define where in the sales process each sales tool should be used
- Define how each sales tool should be used
- Include in definition and articulation of sales process to relevant employees

Tip #6

Review and update

- Enable BAU review process to ensure sales tools are relevant to current organisational objectives
- Regularly update sales tools and sales process as necessary to continue to enable top performance

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 tools.