

Growing Your Business

Sales Booster



Theme

Finding new customers can be the most difficult and stressful aspect of sales. With an efficient and effective prospecting process that builds the right actions to meet sales goals, it's easier to grow the business. The process eliminates any guessing about "what/where should I" within the seller's day. This road map allows sellers to focus on the right prospecting activities to grow their confidence, territory, region, or business base for years to come.



Approximate Preparation Time

- 30 Minutes



Materials

- Prepare 3 flip charts as per outline
- Growing Your Business Prospect Planning worksheet - one per seller
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- This format can be used to focus on a week, month, quarter or year. Set the exercise to reflect the period to be targeted.
- Prior to the meeting, complete the Prospect Planning worksheet to use as an example.
- Request that sellers bring last period specific results/numbers plus account and prospect lists.
- When specific numbers are unavailable, instruct sellers to complete the Prospect Planning worksheet to their best estimate.
- Consider planning follow-up meetings either individually or in groups to review continued progress of Growing Your Business using the Prospect Planning worksheet.

Growing Your Business



Time	Session Outline	Dynamics	Visual
	Opening Raise your hand if you believe that securing new business is integral to achieving your sales goals this year. Many times we know this but don't know how many calls or new businesses we need. Today's sales booster, Growing Your Business includes a process to identify the specific target number needed to grow our business.	Large Group 	
	Identifying Resources We will use the Success Achievement Plan page 1 to review the resources and methods we have available to identify and reach prospects. - Item #1: What resources do you have for identifying and reaching new prospects? <i>Possible responses:</i> • Client referral • Mailing lists • Inactive customer lists • Driving in territory • Search on web - Item #2: What methods do you use to reach these potential customers? <i>Possible responses:</i> • Telephone calls • Emails • Main letters • Sponsor an informational seminar and invite prospect We need a combination of all of these to make contacts and get appointments. Identifying these resources is the first step to start our prospect planning process. As the Cheshire Cat said to Alice, If you don't know where you are going, any road will take you there. It is the same with Growing Your Business. Identifying specific target prospecting numbers is the next step on the path towards a realistic growth goal.	Large Group 	Success Achievement Plan Worksheet Page 1, Items #1 and #2 Flip Chart Answers

Growing Your Business



Time	Session Outline	Dynamics	Visual
	A Look in the Mirror In order to move ahead and grow our business, we first need to look back at our present book of business. Use the Success Achievement Plan worksheet to review and answer the information in item #3: • Did I meet my sales goal last period? • How much over, how much under? • What went well? • What didn't work well? • Did I have a plan? If so, how well did I follow my plan? • Was it realistic? • If I didn't meet my goal, what can I do differently? • If I met my goal, how do I make sure I meet it again?	Individual 	Success Achievement Plan Worksheet Page 1 Item #3
	Growing Your Business Prospect Planner We started with identifying our prospecting resources and then reflected on our results. Next we'll use the Prospect Planner Formula on page 2 titled Prospect Planner. Each component in the Prospect Planner Formula is necessary for us to identify our roadmap. Part 1 1. Write in your current sales goal on the first line. 2. Next, write in the amount that is "on the books." This is the confident business that is repeat, planned, or expected from current customers and in the final closing stages in the pipeline. 3. Next, write the dollar amount that is vulnerable to: • Consolidation or acquisition • Business failure • Competition taking business away • Not a good fit 4. Subtract the amount "on the books" and the vulnerable dollars from the sales quota. The number that remains is the new business need to MEET the sales goal.	Large Group Individual 	Prospect Planner Worksheet Page 2 Flip Chart the Prospect Planner Worksheet with Sample Numbers

Growing Your Business



Time	Session Outline	Dynamics	Visual
	5. Many of us are not satisfied with meeting sales goals and want to exceed them. Write in the additional business desired to exceed goal. This number is your new business goal. Part 2 1. Write in your average dollar sale to a new customer. 2. Divide the New Business Dollar Goal from Part 1 by the Average Sales to a New customer for the Total Number of New Customers needed. Part 3 1. Now let's think about the prospect to close ratio. How many prospects do you need at any given time in the pipeline to close one? For example, do you close 1 out of 5 or 1 out of every 10 prospects? If you have not tracked that number, take your best estimate and write that number on the line "Prospect Close Ratio" in Part 3. 2. On the next line, use the number in Part 2 for Total New Customers needed and write it there. 3. Multiply the prospect to close ratio and the total number of customers needed to find the Number of sales calls needed to reach or exceed goal. That may seem like an overwhelming number to some. Let's be realistic and see how many prospects per week that comes to. 4. In the next line, write in how many weeks remain in the goal period. 5. Divide the number of sales calls needed to reach or exceed goal by the number of remaining weeks in the goal period. That is the number of new business calls needed per week. You have now eliminated the guesswork. You know the number of contacts needed to make your numbers.	Large Group 	Prospect Planner Worksheet Page 2 

Growing Your Business



Time	Session Outline	Dynamics	Visual
	What observations do you have now that you calculated you prospecting plan?	Large Group 	
	Growing My Business Goal Statement When high achievers set goals, they write them down as a goal statement. The goal statement includes 4 ingredients, The 4 ingredients are: 1. What do I want or need? The accomplishment to be achieved. 2. Where do I need to be? The specific outcome measurement. 3. When do I need to be there? The time factor – specific date. 4. Now... write it as it is happening now. For example: I want 5 new accounts. This is a desire. It's missing the where and when and the now. A better goal statement is: Beginning (insert date), to achieve \$ _____ in sales, I make 6 new business calls each week and close 2 new accounts averaging _____ each week. This includes the: What – The sales goal, new business calls, close accounts Where – Each week When – Time factor, specific date Now – I make, I close – present tense as if it is already true Using the example as a guide, in the Success Achivement Plan Worksheet page, create your Growing Your Business Goal Statement.	Large Group 	Success Achivement Plan Worksheet Page 3 
		Individual 	

Growing Your Business

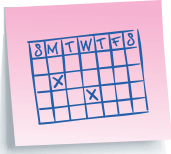


Time	Session Outline	Dynamics	Visual
	Debrief and Summary With a partner share: • What do you observe or how do you feel when you look at your numbers? • How will you keep on track throughout this time period? • What do you need to focus on to be successful?	Pairs 	Flip Chart Debrief Questions 
	Success Achievement Plan Worksheet Sellers complete the Success Achievement Plan worksheet.	Individual 	Success Achievement Plan Worksheet Page 3 

Reinforcement tips



Growing Your Business



Reinforcing the Message

- First opportunity: 2 - 3 weeks later
- Repeatability: Scheduled intervals - once/quarter, twice/year



Facilitation Ideas

1. Ask sellers to bring their completed Success Achievement Plan worksheet where they calculated the necessary prospecting efforts to gain new business. Also ask sellers to bring their active, inactive and prospect account lists.

Use the following to lead either table group or large group discussions:

- Ask sellers to review their calculations. The first time they may have used some “guesstimates” and now they can apply accurate numbers.
 - Ask sellers to identify the barriers that may be in the way of meeting the prospect goal and brainstorm ways in which to remove those barriers.
2. Repeat this sales booster when it's important to reinforce the prospecting goal, review progress and determine if any additional or different prospecting efforts are required.
 3. Ask sellers to take the specific prospecting goal and write very detailed specific actions and dates.

Next Sales Booster



- *Keeping the Pipeline Full* or *Account Swap* found at www.30minutesalesmeetings.com

Success Achievement Plan



Growing Your Business



1. What resources do you have to identify a new prospect?

2. What methods do you have (or can you use) to reach these potential customers?

3. A Look in the Mirror

Did I meet my sales goal last period? _____

How much over, how much under? _____

What went well? _____

What didn't work well? _____

Did I have a plan? If so, how well did I follow my plan? Was it realistic? _____

If I didn't meet my goal, what can I do differently? _____

If I met my goal, how do I make sure I meet the goal next period? _____

Success Achievement Plan



Prospect Planner Worksheet Growing Your Business



Part 1

\$ _____ Current Sales Goal

- _____ Amount on the books: Confident planned or expected from current or repeat customers and business in the final closing stages in the pipeline

- _____ Amount that is vulnerable to: Consolidation, acquisition, business failure, competition, not a fit

= _____ New business \$\$ needed to meet Current Sales Goal

+ _____ Additional \$\$ to exceed goal

= \$ _____ New Business \$\$ needed to Exceed Current Sales Goal

Part 2

\$ _____ Average \$ Sale To A New Customer

\$ _____ New Business \$\$ Sales Goal ÷ \$ _____ Average \$ Sale To A New Customer

= _____ Total number of New Customers needed

Part 3

_____ Prospect Close Ratio (Number of calls needed to make one sale 3:1 or 5:1, etc)

x _____ Total Number of New Customers needed

= _____ Number of Sales Calls needed to reach or exceed goal

÷ _____ Number of Weeks remaining in your goal period

= _____ Number of Prospecting Calls needed each week

Success Achievement Plan



Growing Your Business



Business Goal Statements include these 4 Ingredients:

- What
- Where
- When
- Now

Business Prospecting Goal Statement Example: I easily and effortlessly meet 6 new qualified prospects each week and 3 new customers each month beginning 00/00/0000.

My Growing My Business Goal:

The Specific Action I will take to increase my success this week:

The resources I may need to implement the Specific Action: (people, time, dollars)
