



## SALES STRATEGY

### Developing the Blueprint for Growth

Having a well-defined and robust sales strategy significantly increases the chances of achieving a business' commercial objectives. Learn how to proactively develop a plan that encompasses the critical components of the sales strategy.



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#### Module 1

##### Sales Strategy

A good sales strategy provides a structured approach to sales that keeps the business on course, helping to navigate the complexities of the market, make informed decisions, and pave the way for sales success and sustainable growth.

In this module, you will:

1. Evaluate why defining a sales strategy is critical to sales success.
2. Review the 7 critical components of the sales strategy.
3. Explore each sales strategy component and recognise the importance of collective consideration.
4. Identify how to develop and maintain the sales strategy.

#### Module 2

##### The Evolution of Sales and Sales Methodologies

Sales is an enduring profession, yet its perception today is often negative. The industry is fragmented, and salespeople are often seen as pushy and annoying. However, it's important to recognise the valuable contribution of sales. To change this perception, demonstrate integrity and take pride in your work.

1. Explore the origins and a brief history of sales.
2. Evaluate why sales and the approach taken are important for the business.
3. Learn the commonly used sales methodologies and frameworks.

#### Module 3

##### The Sales Function

The sales organisation structure depends on business objectives and industry, determining department roles and responsibilities for revenue generation activities. This module provides an overview of the sales function and team focus in revenue generation.

In this module, you will:

1. Appreciate the role of the B2B sales function in today's business landscape.
2. Explore the evolution of sales departments over time.
3. Discover why the structure of sales departments varies across different businesses.
4. Review strategies for creating a successful sales function.

#### Module 4

##### Sales Mindset

Your mindset is your greatest asset in sales. Understanding and consistently applying the right behaviours, habits, and beliefs will differentiate you and support your growth.

In this module, you will:

1. Identify what mindset is, and its importance for salespeople.
2. Explore the 5 critical sales mindsets and their impact on the sales process.
3. Distinguish between fixed mindset and growth mindset thoughts and behaviours.
4. Discover how to develop and maintain a growth (sales) mindset.

### Module 5

#### Competency-led Approach for Sales Recruitment and Onboarding

Effective recruitment and onboarding are pivotal for sales success. Competency-based hiring identifies skilled candidates, while onboarding ensures seamless integration, training, and a clear understanding of roles.

In this module, you will:

1. Explore the benefits of a competency-led framework for recruitment and onboarding.
2. Differentiate core and role-specific competencies.
3. Develop proficiency levels to benchmark performance by sales role.
4. Evaluate the importance of the competence hierarchy model in sales.
5. Assess considerations for developing an onboarding plan.

### Module 6

#### Matching Needs to Value

Matching Needs to Value - The perception of value can vary greatly depending on the company's objectives, needs, preferences, and expectations.

In this module, you will:

1. Assess the significance of defining 'value' and its connection to client pain points and needs.
2. Identify the components used to define value in B2B sales.
3. Apply the value proposition canvas tool to demonstrate how to match needs to value.
4. Examine common ROI calculation strategies in value assessment.

### Module 7

#### Competitive Advantage

What is your secret weapon? A competitive advantage in sales can be compared to an avatar in a video game having a special ability.

In this module, you will:

1. Identify what a competitive advantage is.
2. Consider why competitive advantage is important in sales.
3. Review how you can differentiate and succeed against competitors.
4. Discover how to use SWOT analysis.

### Module 8

#### Buyer Persona

Too often, salespeople focus on themselves and on what they are offering as opposed to what their prospect needs or wants.

In this module, you will:

1. Discover what a buyer persona is and how to create one.
2. Determine how to connect the dots between the marketing target audience profile, marketing persona, and buyer persona.
3. Explore the 5 distinct types of buyers and how to engage them.
4. Review how to engage with economic buyers and their gatekeepers.

### Module 9

#### The Sales Cycle

Sales is not entirely unpredictable and adding some structure to the process can help create consistency and stability.

In this module, you will:

1. Assess the importance of understanding the sales cycle.
2. Explore the 7 steps in the sales cycle.
3. Discover the factors that drive sales as well as those that hinder them.
4. Evaluate a 'normal sales cycle' and how to manage unexpected delays.

### Module 10

#### Account Management Planning

The essence of account management planning is relationship strategy development. Account planning supports revenue generation and can provide a competitive edge in the market.

In this module, you will:

1. Discuss the importance of account management planning.
2. Illustrate how to calculate an account's potential.
3. Develop a retention and growth-focused account management plan.