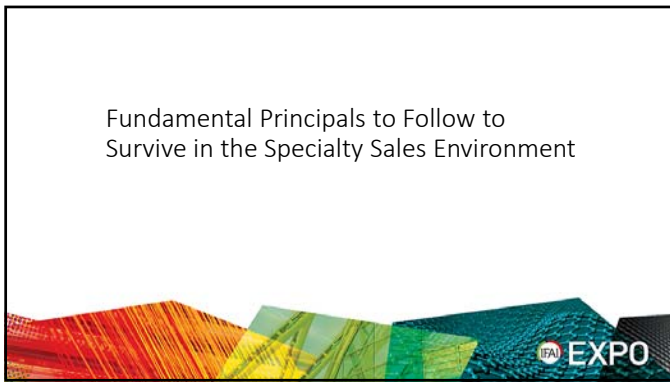




1



2



3

Steps to Effective Sales Management

- Develop a Calendar to Plan Quarterly trips- three months long
- Insert holidays and interruptions such as trade shows ,doctors appointments ,vacations, and company visits etc.
- Develop a list of company strategic objectives for the quarter, i.e. more sales in a product line, more coverage of a strategic area, homework to better understand a market and new customer contact in top right corner
- Identify open weeks and call customers to determine availability and airlines to determine feasibility



4

JANUARY 2019						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

FEBRUARY 2019						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

MARCH 2019						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	31	26	27	28	29	30



5

Typical schedule



6

Develop Trip report and share with Management and colleagues

- At the top of trip report include action plans for all of the customers, in a bullet form, identify people in your organization to handle the tasks
- Below the action plans for each customer include conversations and other important issues you feel important to the organization



7

Customer visit report

- Action items
- Chris-get mickey a spec for new kayak-boat material
- Chemist- what product is best for goofy for flexitank
- Marketing- are we willing to run glowspot in different colors for pluto
- Mickey- Likes our boat products want to expand his line with our new light weigh kayak material
- Goofy- hear a lot of great things about our tank material has an msds spec for a liquid for us to approve
- Pluto- loves the new glow spot products asks if we will run it in purple



8

Actions for this territory going forward


- Mildly remind those in your organization about their assigned tasks
- Follow up with customers with thank you notes and confirmation of you commitments
- Send samples etc as requested
- Have deadlines
- Document promises
- Make frequent visits
- Force the organization to follow your cadence



9

Be assertive in your organization with passive aggression

- Use your next trip say in six months to these accounts as the tool to develop the accountability factor in your organization to get the requested answer, product or direction
- i.e.-I will be there next week and need an answer by next Wednesday etc



10

Thank You

- Planning quarterly sales trips with strategic goals in mind
- Cost effective travel coordination
- Gearing your organization to the needs of the marketplace
- Getting timely answers from your organization to support your customers needs
- Mission accomplished !



11

See you next year!



NOV. 3-6, 2020 | INDIANAPOLIS, IN USA

100 Years of Textile Innovation



12
