

What Makes a Kick-Ass Sales Strategy?



Liz Heiman
Chief Strategy Officer





STRATEGY







Wing

C



Priorities

Outcomes

Guidelines

Goals



10 Key Parts of a Kick-Ass Sales Strategy

1. **Revenue Goal(s)**
2. Ideal Customer Profile
3. Target Client List
4. Assessment (SWOT Analysis)
5. Positioning Statement(s)
6. Value Props
7. Lead Gen Strategy
8. Funnel
9. Measurement
10. Resource Assessment

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Revenue Goal(s)



1. **By product/brand.**
2. By sales territory/rep
3. By industry
4. By quarter

1. By product/brand.
2. **By sales territory/rep**
3. By industry
4. By quarter

1. By product/brand.
2. By sales territory/rep
- 3. By industry**
4. By quarter

1. By product/brand.
2. By sales territory/rep
3. By industry
4. **By quarter**

Be Specific

A close-up photograph of a person's hand holding a small, rectangular, cream-colored card. The card is held between the thumb and index finger, with the other fingers curled behind it. The card has the words "IDEAL CUSTOMER" printed in a bold, black, sans-serif font, centered on its surface. The background is a soft, out-of-focus light beige color, suggesting an indoor setting with warm lighting. The overall composition is simple and focused on the card and the hand holding it.

**IDEAL
CUSTOMER**

Building an Ideal Customer Profile

- **Sales Cycle**
- Discount
- Profit
- Resource allocation
- Repeat Business
- Customer Relationship

- Sales Cycle
- **Discount**
- Profit
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- Customer Relationship

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- Sales Cycle
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- Repeat Business
- **Customer Relationship**

Demographics

Copyright Promotion

Brand

seo

Marketing

Demographics

Customer

Reliability

Knowledge

Promotion

Materiality

1. **Industry/Vertical**
2. Company Size Location
3. Number of locations
4. Type of equipment they use
5. Their client base

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Copyright Promotion
Brand seo

Demographics

Psychographics

Materiality
Narrowcasting
Demographics

Promotion
Materiality

1. Attitude

2. Infrastructure

3. Resources

4. Fiscal Health

5. Growth

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- 2. Infrastructure**
3. Resources
4. Fiscal Health
5. Growth

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2. Infrastructure
3. Resources
- 4. Fiscal Health**
5. Growth

1. Attitude
2. Infrastructure
3. Resources
4. Fiscal Health
- 5. Growth**





Target Prospects List

- 1. Fit our ideal customer criteria**
2. Huge revenue potential
3. Identified a need publically
4. Logo that will give us
credibility in the market

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- 3. Identified a need publicly**
4. Logo that will give us
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1. Fit our ideal customer criteria
2. Huge revenue potential
3. Identified a need publically
- 4. Logo that will give us
credibility in the market**

Assessment (SWOT)

Be Clear

Leverage

Strengths



Weaknesses



Opportunities



Threats



**S
W
O
T**



Positioning Statement

1. **Low-price leader?**
2. Low-tech solution?
3. Socially responsible solution?
4. Answer for growing companies?

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- 2. Low-tech solution?**
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- 4. Answer for growing companies?**

RED GOLDFISH



MOTIVATING SALES AND LOYALTY THROUGH
SHARED PASSION AND PURPOSE

Stan Phelps & Graeme Newell

Foreword by David Howitt
Author of Head Your Call

For Your Sales Team

Value Props

Creating a Value Prop

Ask Yourself

What problem is my
client having that I
can impact or solve?

What is unique about
the way I solve this
problem?

Create a
Statement that:

Ties your unique
solution to their
specific problem

Make it about
your Buyer



Lead Gen Strategy



Sales Lead Gen

1. Existing Customers

2. Referrals

3. Networking

4. Outbound calling

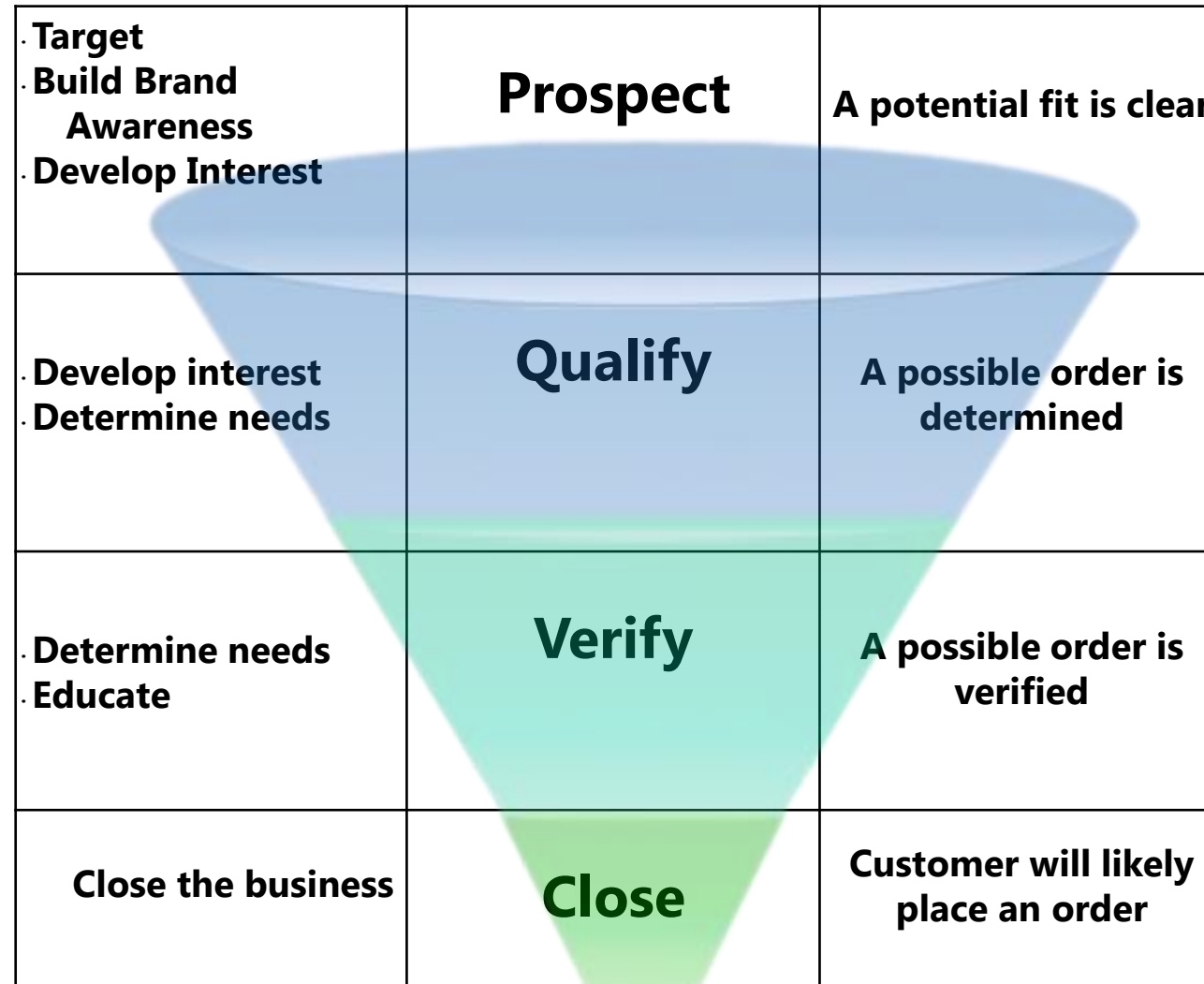
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1. Existing Customers
2. Referrals
3. Networking
4. **Outbound calling**

Funnel

Sales Funnel





pipedrive



Measurement

Track your...

- **Ratio of leads to closes**
- Length of yours sales cycle
- Next actions and progress

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Track your...

- Ratio of leads to closes
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Prioritize

Resource Assessment

1. Budget

2. Sales Team

3. Sales Support

4. Sales Enablement Tools

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- 2. Sales Team**
3. Sales Support
4. Sales Enablement Tools

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2. Sales Team
- 3. Sales Support**
4. Sales Enablement Tools

1. Budget
2. Sales Team
3. Sales Support
4. **Sales Enablement Tools**

Resource Allocation

Ready?

THANK YOU



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