

SPA

Sales Process Analyser

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Personal Information

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Year on year Growth and Productivity

(a) Your Current Sales Process (Business) Productivity :

Year	Expected No. of Clients	Actual No. of Clients	Expected Sales Revenue	Actual Sales Revenue
2012	40	30	60	35
2011	30	20	55	30
2010	20	20	45	38

Analysis :

- Expected Vs Actual Clients : Your company is doing some of the Sales Process related tasks correctly. However there seems to be an imperative need to identify weak areas to achieve considerable improvement and conversions. Please proceed to take analytic test.
- Expected Vs Actual Sales : Your company is facing alot of challenges in Sales Process Management. We highly recommend you to take analytic test to identify weak areas and take immediate corrective actions for considerable improvement and conversions.

(b) Clients Touched to Prospects to Leads to Sales Conversion :

Year	Clients Touched (CT)	Prospects (P)	Leads (L)	Sales (S)
2012	300	250	100	35
2011	250	200	90	30
2010	350	320	110	38

Analysis :

- Lead Generation Methodology does not seem to exist and business dependence on external factors seems to be very high.
- The customers are not clear our offering: Services / Products/ Solutions. Our offering is not clear to the customer from Strategic / Technical / Economic view point

ANALYSIS REPORT

3. Generate Qualified Prospect List:

- You need a dedicated data mining process to supply qualified accounts for sales enablement. We can help you with the same.
- You need to have a precise qualifying account definition for enabling sales.
- You need to study the profile of each account and draw an annual sales strategy plan to engage with these accounts.

4. Generate Qualified Leads :

- You need to have STE calling scripts with a dedicated inside sales team to generate qualified leads.
- We recommend you to have a trained inside sale team that has a forward looking RTC Calendar in place to generate qualified leads.
- We strongly recommend you to have regular EDM/DM communication for customer activation.
- The 6 aspects need to be answered else they will come up as sales objections at the time of closure.

5. Generate Sales :

- We strongly recommend that you should convert your sales presentations addressing the Strategic, Technical and Economic aspects, separately.
- We strongly recommend you to have a sales query form that covers all aspects of Strategic, Technical and Economic Buying.
- We strongly recommend that sales forecasting should be done through STE qualification success rate.
- You need to use the CRM tool aggressively to manage sales and sales projections.

Total Score : 31.0 /100

Signature