Definitions in Sales



**NCL** or **No Call List** is defined as a comprehensive list of client’s information including client’s job title, company name, company address, name of sales person pitching the company, date of pitch, pitch status, etc..... This list means other sales members are not allowed to pitch companies in the list.

1. **Daily NCL**

Example:

|  |  |  |
| --- | --- | --- |
| **Country** | **Company Name** | **Pitcher** |
| ZA | Eskom Limited | Douglas |
| BW | Botswana Power | Peter |
|  |  |  |

This Daily NCL/ Daily No Call List is a table as above. Daily NCL is assigned with a program and being put at an accessible place among members of sales team. This table is initially empty, then manually filled by sales members with Pitched company name, country name, names of pitcher.

1. **Insightly** and **Master NCL**

**Insightly** is CRM system of PQ, entering customer’s contacts into Insightly is compulsory.

**Master NCL** is as below example.

Example:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Pitch date | Sales staffs | Country | Company Names | Job title | Status |
| 24/2/2005 | Douglas Van Der | DRC | Tenke Fungurume | Plant Manager | Live |
| 26/2/2005 | Peter Han Cook | GH | Anglo Gold Ashanti | Power Engineer | Live |

Compulsory fields include Pitch Date, Sales Staffs, Country, Company Names, and Job title. **Master NCL** is completed daily, then emailed to manager in charged at the end of a business working day. Manager in charge will organize information and update status of a pitch in Master NCL.

1. **Insightly and Master NCL**

All entry inserted into Insightly and Master NCL must include: Client full name, Job title, General Line, mobile number, email, date of pitch, sales person.

1. **Entry Status** (Live or Expired)

Each entry inserted into **Master NCL** has a live/ can exist of only 10 days (or any period recommended by Manager in charged). After 10 days (or any period recommended by Manager in charged), the entry will be put under a status “expired”/ or deleted.

If a potential company in which there are several entries, but all entries are expired, it means the company is expired/ must be deleted from **Master NCL**. A sales person may create a new pitch for the expired company, update first Daily NCL to inform others about his pitch and the company, and then update Master NCL. Otherwise, other sales team members have a freedom to pitch.

An expired company is treated as a new company not yet put into Master NCL.

1. **Sales cycle**

Each program takes a sales team average 7- 8 selling weeks. From the date the team starts selling to the date the team stops selling, it is called a sales cycle.

1. **Letter Splits**

When a program has more than 1 sales person, the market is divided equally among team members. A market usually contains hundred/ thousand of big potential companies. Each company name starts with an alphabet letter. A list of alphabetical letters containing big letters (highly potential companies) and small letters (less potential companies) will be given to a sales team in charge. The list is split into number of letter groups; each group is purposely organized so that earning chance for each letter group is equal. Number of letter groups is equal to number of sales people within a team who sells the program.

Letter groups are then drawn randomly among team members so all no one can take advantage.

Depending on the recommendation of the sales manager/ authority in charge, letters are hold by a team member within a certain period when after it is a free-to-sell period.

Example:

There are 26 letters; A,B,C,D,....Y,Z

Program name: Electrical Maintenance Protection and Control, 5-7 September 2010.

Number of sales member: 2

So we have 2 groups

Group 1: A,D,G,H,I,L,P,Q,R,S,T,U,Z

Group 2: B,C,E,F,J,K,M,N,O,V,W,X,Y

Each letter in a group represents a series of companies, in market, which names start with the letter(Ex: C for Chevron Limited, Cakasa Mining Limited, Cadbury Limited, etc). Each group is selected carefully and given randomly by experience Team Leader/ Manager and approved by Manager in charge so to ensure opportunity equality among team members given letters.

1. **Cross selling**

A sales cycle has 2 weeks or longer basic periods. The first period is the close period when only people within team selling the event. Depending on recommendation of direct manager to certain programs, the close period takes 2 or more weeks. After close period, free-to-sell period takes place, members inside the team and outside the team have opportunities to call any potential companies **not** being in **Master NCL.**

1. **Deal**

A deal is determined when a client, who after understanding and consideration of course benefits, course registration fee, will fill names of delegate and sign authorization in the registration form.

1. **Pitch**

A pitch is defined as a comprehensive sales conversation with Decision Maker. A pitch is different from follow up calls. A standard pitch requires building rapport, introduction, identifying, matching needs, and closing.