



Genesis Sales Plan

is a comprehensive sales plan that provides you with all the tools needed to build the appropriate sales infrastructure, effectively manage your sales team and hire the right salespeople. The Genesis Sales Plan will consist of actionable, prioritized steps that will result in drastically improved sales productivity.

Why do our clients choose to move forward with the Genesis Sales Plan?

Each of our clients want their sales organization to be better, but they often lack the experience, time and resources to do so. Regardless of the business pain, our clients are seeking help to understand the nature of the problem and how to improve.

They all experience some of the following common sales issues:

- ▶ Lack of a formal sales process
- ▶ Stalled out proposals
- ▶ The desire to have someone else handle sales, since that isn't the owner's strength
- ▶ Not effectively being able to articulate the value proposition, solution or service
- ▶ Lack of time available to effectively manage sales team
- ▶ Inability to take sales "to the next level"
- ▶ Uncertainty what sales questions to ask
- ▶ Inability to find the "right" salesperson for their company, industry and products
- ▶ Not sure where to start – "I don't know what I don't know"
- ▶ Not familiar with how to write an effective compensation plan that is affordable

Contact us today at **603.762.3710**
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The Genesis Sales Plan provides you with exactly what you need to grow your sales organization. You receive a detailed sales business plan, with prioritized action steps and recommendations on how to improve the sales performance of your organization.



Sales Strategy

- ▶ Targeted customers
- ▶ Targeted decision makers by role
- ▶ Referral partners needed
- ▶ Value proposition and points of differentiation
- ▶ Prospecting strategy



Sales Process

- ▶ Defined sales stages
- ▶ Questions to ask at each sales stage
- ▶ Sales tools needed
- ▶ Requirements to move to next sales stage
- ▶ Job responsibilities for each team member



Sales Management

- ▶ Sales forecasting tools
- ▶ Customized pipeline management tools
- ▶ Sales training needs
- ▶ Sales metrics needed to achieve revenue goals
- ▶ Customized sales force automation (CRM)



Hiring Plan

- ▶ Job description
- ▶ Sales profile for needed resource(s)
- ▶ Sales quota(s)
- ▶ Customized compensation plan
- ▶ Quota worksheets for rep payment

Want to learn more about how the proven sales systems from Sales Xceleration can help small- to medium-sized businesses achieve new levels of success?

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