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MUST-HAVE

**SALES PROCESSES
— TO BUILD A —**

HIGH-PERFORMING

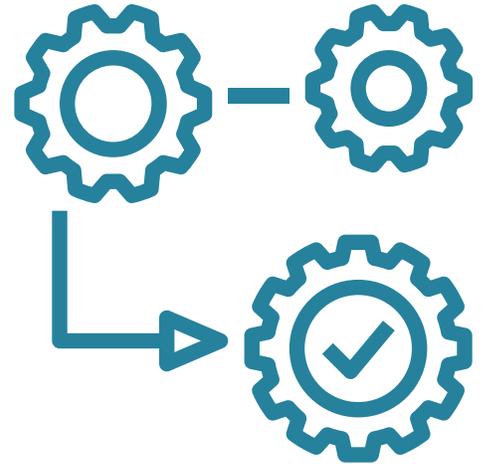
SALES TEAM!



There are five sales processes that high-performing sales teams leverage.

#1 Sales Process

Your sales process is the most important process you need to streamline and scale your sales efforts because it maps out the stages and steps your salespeople go through to convert a suspect into a client with the least amount of resistance. Without a consistent sales process in place, your salespeople have three options: rely on their past experience, wing it, or let the prospect take the lead. None of those options are designed to help you or salespeople be successful. Secondly, without a defined sales process, it's difficult to track and measure what is or is not working, making it hard to effectively manage your team.



#2 Metrics

There are three categories of metrics you should track to ensure you have a good pulse of what's happening on the sales side of your business: activity, leading indicators, and lagging indicators. Many small-to-midsize companies only track lagging indicators or results. The problem with only tracking results is that you're always managing from behind. Instead, you want to make sure you're tracking metrics across all three categories and that they're aligned with each other, if possible.

#3 Sales Pipeline

Just to make sure we're on the same page, your sales funnel and sales pipeline are not the same thing. The sales funnel is everything your salespeople are working on regardless of where it is in the sales process. However, the sales pipeline is only deals that have passed a certain threshold and should close within the next 30 days.

With that definition in mind, salespeople are notorious for being overly optimistic about the deals in their pipeline. They think they're just one more phone call, meeting, or email away from closing the deal, but that's rarely the case. If the pipeline is always inaccurate, that's a sign that your sales process has not been defined, the process and pipeline aren't aligned, or your salespeople need training/coaching on how to close the deal.



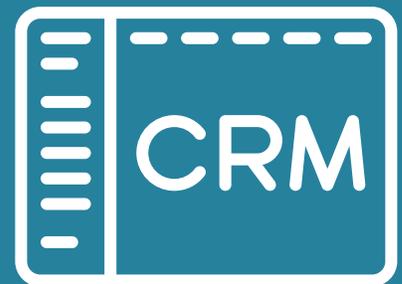
#4 Hiring Process & On-boarding

If you want to hire top sales talent, you need a solid recruiting, hiring, and on-boarding process. If you do not have an on-boarding process in place, it is a recipe for disaster. Salespeople should know exactly what is expected of them, they should have the proper sales tools to do their job, and they shouldn't have to spend months trying to figure out who to call. Secondly, the absolute worst time to hire a salesperson is when you suddenly lose someone and you have an empty seat to fill so you should constantly be on the lookout for good sales people.



#5 Customer Relationship Manager (CRM)

Whether you have one salesperson or ten salespeople, CRM is a critical component of your sales infrastructure. A CRM system allows you to track your metrics, sales processes, sales funnel, and pipeline in one place, giving you the insight you need to manage and grow sales. Before you decide on a CRM, get clear about what you want your CRM to do and how you plan on using it. The last thing you want to do is invest unnecessary financial resources for bells and whistles that you will never use.





Hey, I'm L'areal Lipkins, the CEO of Lipkins Consulting Group which provides sales training, coaching and consulting for companies who want to improve their sales performance.

CEOs, Presidents, and Entrepreneurs typically hire me when they're frustrated because:

- They don't have a consistent sales process
- They don't know what metrics to track
- They struggle to keep the sales funnel full of qualified opportunities
- Or, their sales people lack the skills to sell in today's competitive environment.

Over the last 10 years, I've helped dozens of executives just like you build the infrastructure they need to grow and scale sales. To see how I might be able to help you, click the button to book a free consultation.

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