

Everyone would like more sales. Growth brings excitement and change. It is important to keep in mind that there is no point in pushing more sales into a system that is not efficient. If you are not making the right percentage profit, then why have more sales? Assuming that you do have a reasonably capable system, let's turn to the issue of doubling sales.

WHY DOUBLE?

Doubling creates energy. Energy can be used to create change. Change and growth attracts a different sort of person to an organisation. The people you have in an organisation form the culture. Therefore we should double the size of the organisation in order to change the culture.

THE SALES CULTURE

Everyone in an organisation is a sales person. In a small business, people know this. In most large organisations there are sales people and non-sales people. There is usually distrust and misinformation when people talk about the sales people. The stereotype sales person is a flashy dresser, with slick hair and a moustache, (males only!) and has a permanent false grin on his face.

There is an enormous opportunity in this perception. The new age culture should be one built on value. The only way you get more sustainable sales is if you provide more value than your competitors. Providing value is a total team responsibility. The sales team is the total team.

CHANGING CULTURE

The first step is to reinforce the need for everyone to be a sales person. Ask them to complete the following.

1. What are 25 reasons why someone should buy our products/services?
2. What are 25 reasons why someone should buy from our Company?
3. What are 25 reasons why someone should buy from you?
4. What are 25 reasons why they should buy today?

If people can't provide 25 reasons they will have trouble selling themselves. If they can't sell themselves they won't be able to sell others. These answers point out the value. We need to change the culture to one of value so that everyone in the company feels proud of being a sales person.

DEVELOPING THE SALES PLAN

For a major change such as a doubling of sales we need to look at how we can use the Mindshop change formulae.

D X V X P

Where D is Dissatisfaction, V is Vision and P is Plan.

Firstly we need to generate a high level of dissatisfaction in the current sales status. How can you do that in your organisation? Secondly, we need to build a new vision. Draw a mindmap. What does a doubling of sales mean for the capacity planning, number of sales personnel, size of premises, marketing, type of customer, geographical coverage etc?

Finally we need to build a plan. Each of the vision elements needs to be considered. Apply the Pareto rule to the vision and select your starting point. A force field will provide you with the action plans.

FORCE FIELD

You can use the force field on any element but let's demonstrate how it works on the overall sales issue, "Doubling the sales". There are five steps to a force field.

Step one.

Draw up the force field and brainstorm at least 10 aims on each side. (We'll do only 4 each for now.)

POSITIVE + ISSUE NEGATIVE -

More Salespeople Confidence of Sales Team

Better Brochures Quality of Sales Team

Media Coverage Lack of Sales Plan

Set Sales Targets Sales Budget too low

Step 2

Double the strength of the positive forces and halve the strength of the negatives. E.g.

More Sales People

Train 10 more existing staff in sales

Recruit 2 more sales personnel

Remove administration from sales people

or

Sales Budget too Low

Allocate 5% of sales as budgets

Remove administration costs

Establish special budget for new brochures as one off expense

Step 3

Select at least five actions and develop implementation plan.

Step 4

Benchmark the current position by using the aims of the forcefield as shown below.

Low Average High

Numbers of sales personnel |-----|-----|

-5 0 +5

Quality of Brochures |-----|-----|

-5 0 +5

Media Coverage |-----|-----|

-5 0 +5

Confidence of Sales Team |-----|-----|

-5 0 +5

Quality of Sales Team |-----|-----|

-5 0 +5

Quality of Sales Plan |-----|-----|

-5 0 +5

Level of Sales Budget |-----|-----|

-5 0 +5

Step 5

Remeasure in 6 months time after implementing the plan. Take corrective action as required.

SALES PLAN

The one page Sales Plan is developed and using the work done in this manner. The one page plan needs to be updated at least every 8 weeks. Cascading down from the one page Sales Plan, should be a one page Media Plan, a one page Advertising Plan and a one page Plan for each Sales Person.

For more information on how to use the Mindshop Process to double sales, contact your licensed Mindshop Facilitator, Julie Guest of Belmores Consulting on 0417 144 822.