



## David Hunt

Principal Partner



### Increase Sales Through Improved Strategic Account and Sales Strategy Development

Selling any high value product or service either as a one-off sale or as part of a strategic account development plan is like a three-dimensional game of chess between you, your client and your competitors.



**Our strategic account and sales strategy review service can improve your sales success ratio and profitability.**

In chess a Grand Master will always beat a novice. There are two main reasons for this:

- Experience
- Forward thinking

A Grand Master leaves nothing to chance, He thinks about every move he could make and every way his opponent could respond. A competent but low ranking chess player may think two or three moves ahead. The Grand Master will think many moves ahead assessing all the permutations to maximise his chances of winning the game.

Similarly, the consistently successful salesperson will often be planning his whole sales strategy, refining it as the sale develops The novice plans no further than the next call, if that.

If your competitor has a more experienced or more forward thinking sales person or account manager, who has thought of all the angles, all the people who could influence the decision and how best to ensure all the influencers are on side, your competitor will probably win the sale.

### How much does a lost sale actually cost you?

The cost of losing a major sale or account can run into hundreds of thousands of pounds or even millions. You have the cost of your sales team and bid team plus the lost profit for the lifetime of that customer and any other clients that customer might have influenced in your favour.

**Can you really afford to lose that sale?**

#### Contact Interimco

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**Adding value to your business**

## Strict qualification

Initial qualification takes place early in the sales cycle. It, therefore, makes sense to apply strict qualification checks at the earliest opportunity and continue re-qualification throughout the process.

This is to try to identify those sales where you have the highest chance of success and weed out those highly unlikely to succeed. Weak salespeople will chase every opportunity and will waste huge amounts of expensive sales resource chasing sales they will never win. Successful salespeople perform much stricter qualification and don't waste time on sales likely to be lost. If you apply sensible and strict qualification criteria all the sales opportunities you progress will have a higher chance of success, thereby increasing your revenues.

## Developing the need and value of your solution

The second key differentiator of consistently successful salespeople from others is their ability to develop the need with their customers. Too many sales staff try to sell their product or solution as soon as they have identified a customer problem. Unfortunately, at this stage they have no knowledge as to the financial impact that problem is causing the business. This is when the customer often raises objections either because the problem is not significant enough to justify the expenditure involved in solving it, or because he has not thought through the full (financial) implications of the problem, which would help create the budget for a subsequent purchase.



This is the most important part of the sales cycle, as it can dramatically increase your chances of winning the sale. It will increase the value of the purchase in the mind of the customer, so enable you to sell at a higher price and make more profit. It

is, however, the most difficult challenge for the sales person as he needs to think like a business person; he needs to use his experience and business knowledge to assess the likely implications of each problem he has identified with the customer; he needs to lead the customer's thought process to ensure he fully understands how serious the problem is and how valuable your solution will be.

## Plan your sale or account like a Grand Master

To maximise your chances of success you need to be planning your strategy to ensure that the most appropriate resources are targeted at the relevant influencers, recommenders and decision-makers in your customer AND that they each have very clear objectives to achieve to ensure success.

## Strategic Account and Sales Strategy Review Service

David has a proven methodology developed over more than 20 years sales / sales management experience in both low and high value sales and strategic account development. He has an enviable track record of success.



The service can be delivered as part of a one-day per month sales review service for just as long as you need help. It addresses strict qualification, development of the need and sales /account strategy planning.

Don't leave things to chance; use the Interimco Strategic Account and Sales Strategy Review Service. This will help you:

- **Improve the odds to win more sales**
- **Increase profits per sale**

**Each day you delay taking action is costing you business. Contact Interimco today.**

**Adding value to your business**

Professional  
Integrity  
Added Value