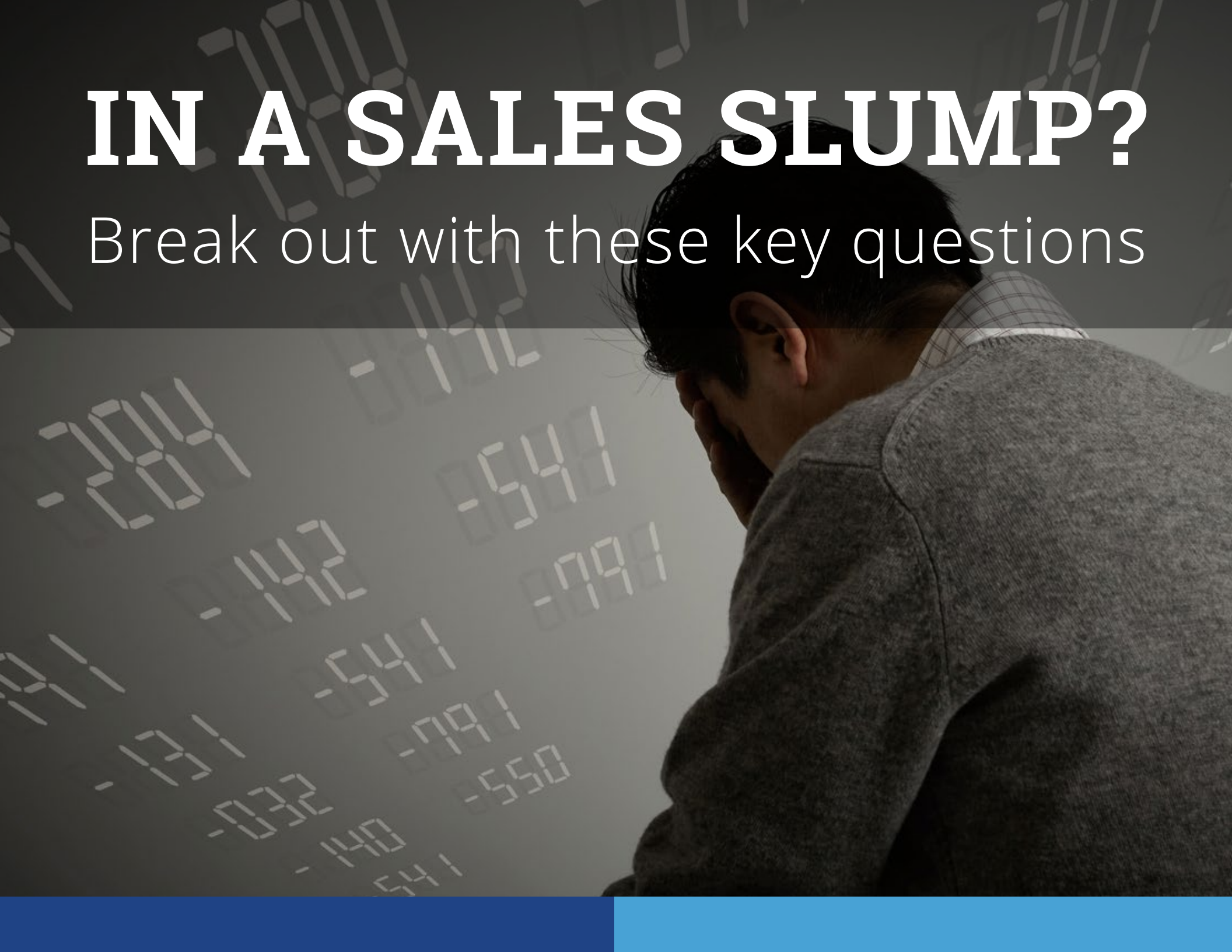


# IN A SALES SLUMP?

Break out with these key questions





1

Does your organization put a  
high priority on sales?

## **TIP:**

# Create a sales culture from the top down

Faster growing (and more successful) organizations make sales a key focus. Sales is not and cannot be considered “a necessary evil.” It is the primary means of driving new business growth. It is the driver for customer retention. It is the people, the processes and the systems needed to continually generate new revenue for an organization. And it needs to start at the top. Without the support of upper management, none of the rest really matters.



2

Do you have specialized business development reps consistently feeding your pipeline?

**TIP:**  
Incorporate  
specialization into your  
sales structure

Any company looking to grow should have three separate areas of proficiency within their sales department—hunters, closers and farmers—and, ideally, a separate management team for each. Specialization will lead to faster growth and greater sustainability.

- **Hunters:** Inside reps working to uncover opportunities, act as brand steward, build assets and develop relationships.
- **Closers:** Enterprise reps that are out on the road and inside reps that have the ability to close in front of decision makers and working to turn warm leads into closed sales.
- **Farmers:** To work established business relationships, generate referrals, expand, renew, upsell and branch out horizontally within current accounts.



3

Do you have documented  
procedures for finding, qualifying  
and nurturing prospects?

## TIP:

# Implement and execute a definitive territory management plan

A good territory plan will cover all aspects of a territory from market research to market segmentation, lead segmentation, reporting and marketing.

- **Market research:** To determine where you want to spend your time and why.
- **Market segmentation:** To break the universe of potential prospects into digestible chunks.
- **Lead qualifying/segmentation:** To prioritize leads based upon known attributes and relationship levels.
- **Reporting:** To measure prospecting and pipeline velocity.
- **Marketing:** To support outbound sales efforts at each stage of the game.

A person with blonde hair, wearing a blue button-down shirt, is talking on a grey corded telephone. They are sitting at a desk with a stack of papers and a computer monitor. The background is slightly blurred, showing another person in a blue shirt working at a desk. The entire image has a dark, semi-transparent overlay.

4

Is your CRM more than a glorified Rolodex?



## **TIP:** Enforce CRM discipline

To be effective, CRM has to be more than a glorified Rolodex. It must be a comprehensive, actionable repository of valuable client and prospect information.

- **Comprehensive:** The CRM should be structured in accordance with the territory management plan. All relevant market, prospect and client data should be entered into the system. A tool is only as good as how you use it. If you don't track the right information, it will never be there when you need it.
- **Actionable:** Review and track all opportunities. Measure prospect and pipeline velocity. Look for patterns and adjust strategy accordingly.

A group of people are gathered around a wooden table in a meeting. They are looking at various documents and charts, including bar graphs and line graphs. One person is pointing at a chart with a white pen. The scene is dimly lit, with a dark overlay. A large white number '5' is centered in a dark grey circle.

5

Do you have an ongoing system  
measuring “in-game activity?”

## TIP:

Don't just measure results—measure “in-game stats”

If the only metric looked at repeatedly is whether or not quota is being met, a whole host of other problems could be brewing and you would never know. Not only that, key pockets of opportunity could easily be overlooked. Look at key indicators on a micro level and track their macro effect on the big picture.

- **Prospecting Velocity:** Look at number of incoming new leads, number of touches in the market, number of direct contacts made, new target accounts added, etc. to determine hot lead sources and eliminate cold ones.
- **Pipeline Velocity:** Number of net new opportunities found in market, win rate, win/loss reports, churn rate, stage of loss, what verticals do we win in, length of time from discovery to closure, etc.

# PARTNER EFFECTIVELY

If you don't have the resources or desire to build the infrastructure needed to plan and execute an ongoing, segmented marketing campaign or to consistently generate relevant messaging and content, partnering with a virtual sales and marketing organization like NuGrowth Solutions can be an attractive alternative.

NuGrowth is a team of innovative, seasoned business development professionals passionately committed to increasing your client base through outsourced marketing and sales services. Not only do we have the infrastructure in place and the sales systems and segmentation down to a science, we understand the sales/marketing connection better than most. Our sales and marketing teams work together day in and day out with the sole purpose of generating new business for our clients.

We bring the people, the processes and the system to take your business to new heights in customer acquisition. If you are interested in working with a partner you can trust to grow business, please give us a call at **800-966-3051**.



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