



Sales Strategy

Are you unhappy about your sales results? Do you have too little time for real sales activities because you are busy with admin chores? Or are your operational costs spiraling out of control? Women in Sales offers you a sharp sales strategy that will rid you of all these problems at once.

Reaching targets with your sales strategy

We know exactly how difficult it can be to come up with a sharp and accurate sales strategy. This is exactly the reason why we've specialized in this.

This is how Women in Sales can help you reach your targets:

Making opportunities for improvement transparent and measurable

By doing a performance scan we quickly and clearly assess the improvements can be made in your organization. Together we measure these improvements. This way the effects of these improvements will instantly become visible.

Getting a grip on your departments' and employees' performances.

A strong sales strategy covers all aspects of the sales process. It makes sure that the foundations of the sales process stand. And it will give you a better insight in the performances of departments and/or individual employees.

Higher efficiency and quality of processes

A sales strategy with sharp guidelines leads to a clear line in your organization for everyone to follow. By using a sales strategy Women in Sales guarantees the efficiency and quality of your sales process will increase.

Lowering operational costs

Using a proper sales strategy will give you a clearer insight in your operational costs. Because you now have this insight, it also gets a lot easier to decrease these costs.

Better sales ratios

Women in Sales will help you improve your sales ratios. We do this by formulating a clear set of targets within the sales strategy and by supporting you in implementing the sales strategy.

Better teamwork and communication

Women in Sales does more than just supporting you in implementing the new sales strategy. We also make sure your employees are getting the support and help they need, so the new sales strategy will be successfully absorbed by everyone involved. We will train your employees to improve their teamwork and communications. Through individual coaching and result sessions we also make sure their knowledge and skills are up to date.

Keep on improving

Eventually we want you to get better results, this is what counts in the sales strategy. By clearly formulating and refining targets we make sure your sales department will keep on improving.

Decrease turnover of personnel

Women in Sales will assess your current

employees to see if they are compatible with the newly set targets. We also intensively support your employees by providing them with necessary training and coaching. This way we keep the turnover of personnel within your salesforce to a minimum.

Sales Strategy by Women in Sales

Women in Sales develops a professional and personalized sales strategy. The process of creating a sales strategy consists of the following 3 steps:

1. Performance Scan

In order to visualize the improvement potential we do a Performance Scan. This scan will show those improvements that will lead to the most or fastest rate of return. It also shows us the best way to realize these improvements.

2. Lead generation

After the Performance Scan we make a blueprint of your sales strategy. This step will explain the best way to update and enrich your data and how you can create follow up actions in a structural way. This gives us insights in the Decision Making Units (DMU) and the customer's purchasing motives.

3. Optimizing the salesforce

The last step is implementing the improvements. We support the process from start to finish. This can mean assessing whether your current employees are compatible to reach the new sales targets or supporting the employees by giving them result sessions, training and individual coaching. We want to get the most out of your sales team and maximize your potential. Right now and in the long run.

Sales Strategy results

We use our sales expertise to expose how you can improve your sales strategy. Curious to know which results we can help you obtain?

More time for sales activities

By establishing good fundamentals you'll have

more time to focus on your sales activities, like making appointments and closing deals.

Optimizing your salesforce

Women in sales works with assessments and schooling to make sure we are working with the best people. By making these assessments in your company we can immediately see which employees are and which are not in the right position. This way we can be confident your sales department is staffed by the best professionals.

A streamlined sales process

By working with a blueprint and defining the sales strategy as clearly as possible, we achieve a truly streamlined sales process. Of course exceptional situations always occur, but a solid basis to fall back on is essential.

Getting a grip on your team's sales performances

One of the most important targets in the sales strategy is making your results measurable. With insights like these you will have a grip on the sales results of your entire team as well as on each employee individually. You will instantly know what is going well and where there is room for improvement.

Targeted guidance

The sales strategy will give you guidance when it comes to sales channels, products, braches, customers and sales results. Every aspect of the sales process will be considered to achieve the best results.

Want to know more?

Are you interested in our Performance Scan? Or do you want to go over your sales strategy with us? Please do not hesitate to contact us for more information or a quotation.

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