

# Strengthen your strategic sales performance

This checklist will help you to establish some priority actions to execute effectively on your sales strategy. It's not an exhaustive list but will highlight the process to develop your own approach. The checklist follows the same format as the online guides—External factors, sales capability and internal factors. Top tips are noted with a 

## 1. External factors

You've probably got lots of anecdotal information but now's the time to formally gather, collate and analyse customer feedback. Some factors to consider:

- What are your customers telling you about your products / services and how they align to their business needs or expectations? Are there any show-stoppers?
- What alternatives are your customers considering? Some might consider it old school but Porters Five Forces is useful for modelling this.
- What's changing in the market and is this influencing customer priorities towards or away from your proposition?
- What makes your proposition compelling—what are the pressing urgent needs you address?
- Where is your proposition on the technology adoption curve (Innovators—Early adopters—Early majority—Late majority—Laggards)? How is this influencing customer expectations and behaviour? Behaviours pre and post chasm are different. Are you aligned to your market's maturity level?

Now consider your competitive landscape:

- How well are your competitors (direct and indirect) performing compared to you?
- Conduct a detailed SWOT analysis of your key competitors and of your own business against these competitors.

 Use your findings to fine-tune or revamp your messaging and to review whether you need to reposition or change your proposition to deliver clear, relevant value to the customer base you're targeting.

### Want to go faster?

[Request](#) a free 5-20-5 sales hack—30 minutes to work together on your specific challenge

### Work with us

Our clients get

A pre-populated tech B2B template to align strategy and execution

Facilitation to quickly develop and embed sales capability

Best practice guidance, job-aids and examples



## 2. Sales capability

Create a framework and playbook that maps appropriate sales behaviours and activities to the new customer buying journeys. Create consistency and common language across the team so that you can identify what's working and what isn't. We can share a simple template to get you started or work with us to fast-track the whole process.



Analyse what training and enablement is needed to deliver against the framework. Break it down into Knowledge, Skills and Attitudes. Build out your training and enablement plan with a clear line of sight to the behavioural, performance and business changes you want to see. We have a checklist template to help with this.

Think about how sales managers coach their teams. Are you reinforcing out-dated views? There is unlikely to be a single decision maker so don't ask 'Who's making the decision?' Ask 'Map out the decision making process and who has what role'. Sales managers need to coach to the new propositions and to the activities that will achieve the strategy.

## 3. Internal factors

Review your sales processes—from lead gen to customer onboarding. Do your processes fit your current strategy or are they outdated or counter-productive? Common pitfalls include

- Lead gen focused on lead volume when sales are targeted on named accounts
- Forecasts, expected timescales and sales activities aligned to how customers buy your old not your new propositions. As a starting point, look at sales cycles, proposal and quote templates, collateral, how you prove your technology (eg demos, PoCs), exec engagement, deal sign-off processes. Do these match the type of sales you're pursuing?

There's a lot more cross-function selling, both customer and supplier-side, but sometimes sales teams have low credibility internally. Create cross-function teams or find opportunities to help build mutual understanding and collaboration between sales and marketing, pre-sales, customer success, provisioning, projects and post-sales support teams, as needed to help drive a more joined up sale.

Finally, make sure targets, commissions and incentives encourage and reward the behaviours and outcomes that will deliver on strategy. For example, a common challenge we saw in the shift to cloud was rewarding capex sales more than annuity revenues thus reinforcing on-premise sales over cloud.

### Want to go faster?

[Ask for](#) our Training needs checklist to fast-track through your needs

[Request](#) our sales framework template

### Want to go even faster?

Our sales framework supported by blended, and tailored sales enablement training programmes are proven to fast-track behaviour and mindset change.



### Embedding in Salesforce?

Through our partnership with Point N Time, we have a native Salesforce plug-in that supports strategic account development customised to your framework and methodology.

# Want to fast-track your growth?

## Accelerate sales growth

Our clients are all looking to grow. Their focus often spans these common goals:

- Scale growth with limited resources — nationally or internationally
- Drive strategic revenue growth into new markets, products or services
- Speed up partner enablement and alignment
- Move from transactional to value-led partnerships
- Integrate sales teams post M&A to increase cross-portfolio sales
- Develop a company-wide, repeatable sales process to connect sales execution to business strategy

## Clients



## Credentials



## How we make an impact

### PREPARE

### IMPROVE

### PERFORM

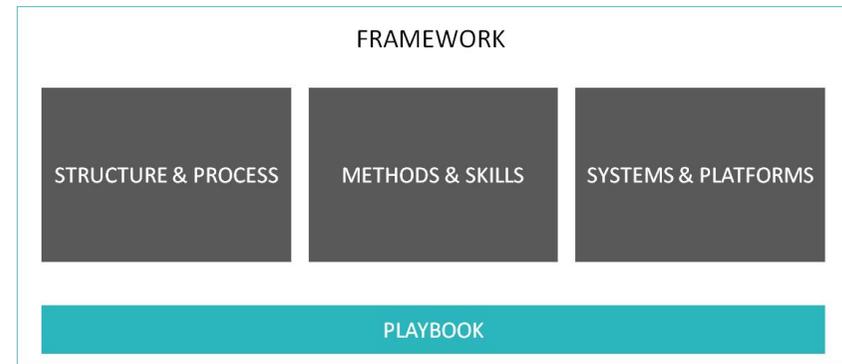
We genuinely tailor our programmes to your goals and objectives, your customer buying journeys, your culture and your business.

We begin with the end in mind. Our shared focus is on developing the capability needed to deliver measurable outcomes against your goals.

Using our proven framework, we identify and focus on the things that will make the difference, not methodology for the sake of methodology.

We follow a tried and true approach, including practical consulting, development, training and coaching, which turns our work into your results.

We operationalise your methodology to make it 'business as usual'



## Contact us



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