



Genesis Sales Plan

is a comprehensive sales plan that provides you with all the tools needed to build the appropriate sales infrastructure, effectively manage your sales team and hire the right salespeople.



Why do our clients choose to move forward with the Genesis Sales Plan?

Each of our clients want their sales organization to be better, but they often lack the experience, time and resources to do so. Regardless of the business pain, our clients are seeking help to understand the nature of the problem and how to improve.

They all experience some of the following common sales issues, are you **experiencing** any of these problems?

- ▶ Lack of a formal sales process
- ▶ Stalled out proposals
- ▶ The desire to have someone else handle sales, since that isn't the owner's strength
- ▶ Not effectively being able to manage sales team
- ▶ Inability to take sales "to the next level"
- ▶ Uncertainty about what sales questions to ask
- ▶ Inability to find the "right" salesperson for the company, industry and products
- ▶ Not sure where to start – "I don't know what I don't know"
- ▶ Not familiar with how to write an effective compensation plan that is affordable



The Genesis Sales Plan provides you with exactly what you need to grow your sales organization. You receive a detailed sales business plan, with prioritized action steps and recommendations on how to improve the sales performance of your organization.



Sales Strategy

- ▶ Multi-year revenue forecast
- ▶ Customer attrition and margin calculators
- ▶ Sales goals and quotas
- ▶ Updated sales organizational chart
- ▶ Tactical Action Plan



Sales Process

- ▶ Defined sales stages (integrated into CRM)
- ▶ Key objectives at each sales stage
- ▶ Requirements to move to next stage
- ▶ Questions to ask at each sales stage
- ▶ Job responsibilities for each team member



Sales Management

- ▶ Customized pipeline management tools
- ▶ Sales forecasting tools
- ▶ Sales metrics needed to achieve revenue goals
- ▶ Implementation of customized sales force automation
- ▶ Sales and activity templates and tools



Hiring Plan

- ▶ Execution of sales personnel hiring
- ▶ Job descriptions
- ▶ Customized compensation plans
- ▶ Commission calculators
- ▶ One year sales person onboarding plan

Want to learn more about how the proven sales systems from Sales Xceleration can help small to medium-sized businesses achieve new levels of success?



I can help. Contact me today.
SalesXceleration.com