



"THE DYNAMICS OF SALES PROCESS"

The realization of your individual and business objectives are primarily dependent on your ability to generate profitable sales revenue - consistently and predictably.

To achieve this we need to alter our thinking about sales and the act of selling. Despite public misconception, sales is not an art or a haphazard series of events that may or may not yield results. Sales in its truest sense, is a manufacturing process. Like all manufacturing endeavors it is based on a comprehensive system of detailed steps that serve to guide behavior. The steps that guide your behavior are based on proven and effective strategies called best practices. Best practices set standards of excellence and by their nature improve skill, maximize performance and promote successful outcome. The multiple best practices we use to generate activity and results define your sales process.

Your sales process and the best practices that define it are organizational. Your sales process applies to each member of your sales staff – the executive, management and sales levels – equalizing the varying levels of skill that may exist between each. In addition, an awareness of the interdependent relationships that exist in the executive, management and staff levels of a sales organization are addressed through sales process, establishing congruity in intention, action and the ability to reach stated objectives. The implementation of your sales process throughout the sales hierarchy will create a selling environment that is based on solid process control principles that will collectively promotes uniform, consistent and predictable behavior from all members of your staff.

By its nature, a sales process and the integrated best practices that define it are measurable. They encourage metrics as a means of assessing behavior and promoting accountability. Your sales process is designed to increase awareness of behavior that facilitates successful performance as well as behavior that inhibits it.

This increased awareness promotes independence and a self-facilitation that empowers sales and management personnel to ... Assess, Correct and Produce. In essence, our objective is personal leadership. On a team level, we look at the personal leadership of individuals that are successfully guided by a sales process and directed by the actions of a sales manager or director.

A sales person's ability to Assess, Correct and Produce is essential for achieving high levels of performance in any selling environment.

THE PRINCIPLES OF SALES PROCESS

The Emergent Educational Services approach to skill development is based on the following principles...

<ul style="list-style-type: none"> • Talent alone does not guarantee success.
<ul style="list-style-type: none"> • An effective system or process drives behavior.
<ul style="list-style-type: none"> • A process is defined by a detailed series of steps or proven best practices that serve to produce desired results.
<ul style="list-style-type: none"> • The many best practices that define a system or process are not isolated. Best practices are interdependent.
<ul style="list-style-type: none"> • Improvement in one or several best practices will be nullified by lack of improvement in others, rendering investments in time and money questionable. <p>For instance...</p> <p>Training someone to “network” without understanding the nuances of personality types, communication styles, the unique value that their company provides, and the ability to communicate that value in an introduction will produce less than desirable results.</p> <p>This is quite common with fragmented approaches to learning.</p>
<ul style="list-style-type: none"> • A comprehensive and integrated approach to skill development that addresses all the best practices that define a sales system or process is optimal for success.
<ul style="list-style-type: none"> • An effective system or process applies to the executive, management and staff sales and business development levels.
<ul style="list-style-type: none"> • An inefficient system or process, or the lack of one, as it applies to all levels of management and staff will disrupt behavior and negatively impact potential.
<ul style="list-style-type: none"> • An effective system or process directs successful behavior, increases skill, develops talent and produces desired results.

In the world of manufacturing, adherence to these principles is called “Process and Quality Control” .

Therefore, successful sales and business development require an approach that is comprehensive and multi-dimensional, addressing sales process and the many best practices that define it along with the appropriate skill development program for executing each.

Sales Process is in effect quality control. Quality control enables the realization of business objectives by setting standards for performance. A robust sales process will guide positive behavior, stretch the boundaries of your staff’s ability and increase competency. They are adopted into daily routine and viewed by staff as beneficial and essential for individual and team success.

REQUIREMENTS FOR AN EFFECTIVE SALES PROCESS

For our purposes, a sales process must also abide by these rules...

- Be easy to understand, based on a simple model
- Be easy to implement into daily routine
- Be non-invasive, not cause extra burden
- Be detailed and measurable in order to affect change
- Have a positive impact on performance, activity and attitude
- Produce positive results

EMERGENT EDUCATIONAL SERVICES SALES PROCESS APPLICATION AREAS

- “Managing Your Success – Practical Leadership Strategies for Personal and Professional Growth”
- “Discovering Your Value – Identifying the Authentic Attributes That Promote Your Ability to Affect Change”
- “Executing Your Value – Creating Effective Action Through Sales and Business Development Planning”
- “Communicating Value – Redefining Methods of Engagement Through Service-Based Dialogue & Discovery”
- “Managing the Success of Others – Practical Leadership Strategies for Employee Development”
- “Managing Success Tool Set” – Metric-Based Resources for Activity and Accountability”
- “Selecting Value– Strategies for Efficient Recruitment, Pre-Hire Screening and Candidate Selection”
- “Maintaining Value– Redefining Customer Service as a Proactive Strategy for Meeting Customer Needs”