

Effective Sales Management: Create Transparency Using an Activity Charting System



The sales process and farming have much in common: only after months of work will the farmer reap in autumn what he sowed in spring. The same can be said about many industries as far as their sales success is concerned: the turnover of today is the result of activities of days, weeks and months past.

Sales Control by Preliminary Results

If this principle is valid for your company, the monitoring of turnover in order to control your sales performance will often leave you out of step with the realities of your day-to-day business. Structural problems, such as performance slumps of individual salespeople, are often realised too late. For effective sales management, it is important to observe the activities that precede the sales results. This way the sales manager will have an opportunity to react quickly and focus on solutions. The key activities that precede the sale vary from company to company. Each sales manager must determine the relevant preliminary steps and establish a reporting system that includes exactly those pre-results. You can find samples in the box below.

Pre-Results – Activities Preceding the Final Sales Results:

- Telephone calls with prospective customers
- First appointments with prospective customers
- Follow-up appointments with prospective customers
- Number and total amount of submitted offers
- Follow-up appointments
- Re-sales, Re-orders

Better Overview by the Activity Charting System

For effective sales control, these pre-results must be recorded and followed up systematically. Therefore, salespeople should submit a monthly report with all relevant activity/results information.

This information can easily be graphically displayed in a performance chart. The final chart shows an overview of the results of the salesperson. This will enable the sales manager to recognise a performance slump at the earliest stage. It has been our experience that a sales manager with

an activity charting system is perfectly prepared for one-on-one interviews with a member of his sales team to quickly and effectively counsel him/her out of the performance slump.

The Benefits to the Sales Manager:

- It forces the sales manager to concentrate on each individual salesperson each month for some minutes.
- It reveals the danger of an impending performance slump and gives the opportunity to react in time.
- It shows how the focus changes – e.g. from business with new customers to business with existing customers.
- It indicates whether employees need training or assistance.

Detailed information regarding this topic is given in the **BEI** training programmes of 'Advanced Sales Management' (ASM) and 'Leading Your Team' (LYT).

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Quotation of the Month:

'Don't judge each day by the harvest you reap but by the seeds that you plant.'

(Robert Louis Stevenson)

BEITRAINING® Named Certified Strategy Partner of the German Franchise Association (DFV)

Nuremberg, February 2009 – The German Franchise Association (DFV) has elected **BEITRAINING®** Germany, providing training in the areas of management, sales, customer service and personal development, as a certified strategy partner for training concepts for franchise systems, **BEITRAINING®** is a member of the Business Community of the DFV.



BEITRAINING® develops orientation training for franchise systems and offers training bundles as well as detailed support for franchisors, which includes such assistance as speeches and workshops in franchisee meetings. Well-known franchise companies, such as MailBoxesETC., Zaunteam, Fastway Couriers and Getifix, are already collaborating with **BEITRAINING®**. The **BEITRAINING®** training programmes add to the system-specific, subject-related training offered by the franchise headquarters.



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