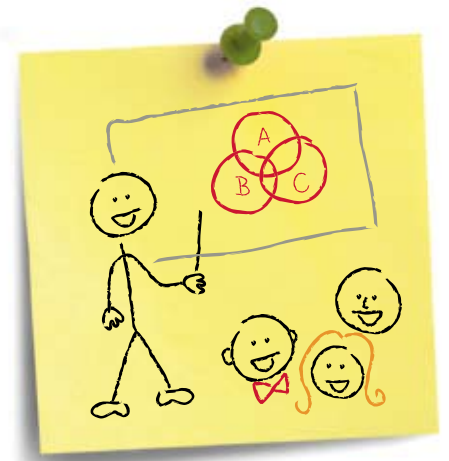


Selling Successfully in the New Economy



The commercial landscape is changing and companies need to adapt their sales and marketing strategies to remain competitive.

The sales models of the 80's and 90's revolved around identifying and engaging with companies holding budgets and success was based on winning business through creating a competitive advantage to win the contract. Today's market is very different thanks to increased shareholder pressure, globalisation and the sophistication of accountancy software. Budgets are no longer allocated annually in advance for departments to spend, but generated and changed as required - when a viable investment case can be justified. Sales and marketing strategy needs to change in accordance with these new rules to engage prospects prior to budgets being allocated. Creating competitive advantage has to be replaced with creating cast iron business cases to release the budget.

Effective management of the sales cycle needs to ensure the conversion of the prospect once the business case is proven. In other words, re-engineering the sales and marketing strategy from a traditional reactive to a new pro-active model.

creative **thinking** driving **business**



Building a new Sales and Marketing Strategy

For any new pro-active strategy to work three key building blocks need to be in place

● Value Propositions

Your value is no longer about how you do things (competitive advantage) but needs to shift to how well your company and offering helps resolve key business issues cost effectively (value propositions) for the prospect by helping them achieve their business goals.

● Salespeople

Sales skills move away from representing the company when budgets have been allocated towards individuals who can pitch propositions to generate value in meetings, to earn the right to investigate the business case and start a sales cycle, where budget may be allocated as a result.

● Appointments

Create a cost effective mechanism to replace the declining impact of traditional mass marketing, for generating face to face appointments with qualified prospects to pitch value propositions.



How to start re-engineering your Sales and Marketing Strategy - Picking Winners

At the heart of any successful new sales and marketing strategy will be good salespeople. To ensure you get truly skilled sales people, who are happy pitching value propositions in front of strangers, you need to shift the recruitment process from hiring people based purely on what they tell you they can do, to them demonstrating what they can actually do. This requires breaking down the recruitment process into key stages that reflect the pro-active sales cycle. Their first sale is securing the job!

Talk to AIT about developing an affordable and effective marketing strategy to suit your business

