

## CHECK LIST

*(A tick suggests the availability of the corresponding content with the client whereas a blank suggests that the same needs to be developed at the clients end)*

<u>Tick</u>	<u>Contents</u>
A	<b><u>Sales Kit</u></b>
	FAB (Features, Advantage, Benefit) statement
	Testimonial letters from clients of each vertical
	Credential – Certification, Awards & Recognitions
	Selling Aids
	Price List
	Clients List
	Marcom elements – Brochure / Fliers / Single Pagers / Ad copy
	Discussion Template
	FAQ (Frequently Asked Questions)
	Samples – Self and Competition
	Cost Justification
	Information on competition
B	<b><u>Every Day</u></b>
	Daily Sales Report (DSR)
	Review system of DSR
	Transfer leads from DSR to Lead Register
	Lead Ranking on Lead Register
	Qualify and Authenticate Lead Movement on Ranking chart
	Validation of ticket size and type of orders
	Lost Case Analysis
	Reference Tree Register updation
	Cross Sale Register
	Key Account Customer Ledger updation
	Trigger action on respective due dates
	MNOC (Min no of Calls) /day Validation
	MTBC (Mean Time Between Calls) ratification
	Database updation to a mother system
	“Parta” System Card

C	<b><u>Policy</u></b>
	Pricing
	Discount
	Complaints <ul style="list-style-type: none"> <li>a) Quality</li> <li>b) Order Processing</li> <li>c) Accounts</li> <li>d) Behavioural</li> </ul>
	Recruitment of Sales Team – JD, Rights and Responsibilities
	Induction of new sales team members
	Incentive for Sales Team
	Rewards and Recognition for Sales Team
	Welfare of Sales Team
	Compensation for Sales Team
	Growth Matrix -Sales Team members
	Order customisation
	Customer Centricity
	Sales Karmas - Values, Beliefs and code of Ethics
	Decision making matrix
	CRM
	Service Recovery
D	<b><u>Sales MIS and Decision Making</u></b>
	Daily MIS – Leads and MNOC
	Weekly MIS – Weak links in the sales team
	Fortnightly MIS – Monthly Target Compliance
	Monthly MIS – Team Performance and Individual Productivity
	Quarterly MIS – Input vs. Output Ratio Analysis
	Annual MIS – Preparedness to handle Board of Directors
	Individual performance chart at a given point of time from a given point of time
	Individual productivity chart at a given point of time from a given point of time
	Individual Contribution Analysis
	Team Contribution Analysis

E	<b><u>Sales Process</u></b>
	Definition of TG(Target Group(s))
	Prospect Banks
	Call Opening
	Pitching of Sales Call
	Need Analysis Chart
	Most common objections raised by prospects and their answers
	Part closing
	Closing – Scripts , Techniques
	Install demonstration
	Post sales service
	Reference Selling
	Maximise LTV(Life Time Value)of a customer
F	<b><u>Market Intelligence</u></b>
	Market Segmentation
	Territory mapping with market potentials
	Beats, Routes and Journey Cycles
	Key Accounts Notification
	Intelligence reports on competition and their planned movements
	Sales person assignment of territories
G	<b><u>Customer Relationship Management(CRM)</u></b>
	ABC Classification of customers
	Long term one to one relationship with customers
	Mass customisation policy
	Relational approach Vs. Transactional approach
	Fulfilment, Value, Convenience, Trust, Customer Satisfaction (Tony Zingale Model)
	Customer Share
	Customer Life Cycle
	Customer Acquisition, Attraction, Analysis
	Customer Trust Cycle
	RFM(Recency, Frequency, Monetary) Count of each customer
	Customer Value Metrics
	Customer Satisfaction Vs. Market Capitalisation Ratio Analysis
	Business Intelligence
	CRM Leads and its management

H	<b><u>Customer Centricity</u></b>
	Internal Customer Satisfaction quotient
	The journey of customer centricity defined in the organisation
	Alignment to 4 human needs of a customer – Need to be heard, understood, matter and emancipated
	Customer Centric Metrics – Focussed, Driven, Engaged, Inspired
	Customer Life Cycle Management – “Farming” of a customer is done : Awareness, Knowledge, Consideration, Selection, Satisfaction, Advocacy, Loyalty
	MOT (Moments of Truth) is actively used and measured by system
	Customer Lifecycle Touch points defined in the organisation
	Customer Value Metrics
	Customer Experience is as per plan
I	<b><u>Reference Selling</u></b>
	Reference Tree is maintained
	Tracking of reference tree is done every month
	Process of reference selling is defined
	Target for reference sale is fixed every month
	Incentive structure for promoting reference sales
J	<b><u>Upselling and Cross Selling</u></b>
	Tracking of cross selling
	Process of upselling and cross selling is defined
	Gap analysis is documented
	Target of cross selling every month
	Incentive structure for cross selling is seen
K	<b><u>Sales Dashboard Management System</u></b>
	Entropy in the sales system – Hot, Warm, Cold Leads
	Lead Ranking – Funnel Management
	Lead Engagement – Fulfilment, Abandon, Pause
	Lead Satisfaction – Sales Quality Assurance
	Lead Nurturing till it becomes customer

L	<b><u>Customer Service and its Recovery</u></b>
	5P orientation : Promise orientation, Process Productisation, Performance Delivery, Partner Recognition, People Presentation
	Customer Service Goals Defined
	MOT(Moments of Truth) Defined
	Monitoring of stages of customer service – Interested, Invested, Committed, Engaged, Embedded
	Customer Service Strategy – Process, Training, Technology, Review, Process Health Check
	Service Recovery Training to Sales Team
	Service Recovery Practices: Moribund, Reactive, Active Listening, Solicitous, Infused
	Approach to service recovery : Hero, Red Carpet, Fix it, Empathise
	Process of service recovery – Suno, Samjho, Sawal, Samjhao, Solution, Satisfy
	Service Recovery Redemption Matrix Defined