



**STRATEGIC CONCEPTS (INDIA) PVT. LTD.  
CLOSELY WORKS WITH ITS CLIENTS TOWARDS  
THEIR BUSINESS GROWTH AND  
DEVELOPMENT.**

The nature of our business includes:

**ADVISORY . AUDIT . TRAINING. OUTSOURCING.  
MARKET SURVEY. STRATEGY. MENTORING.**



**The CEO Club** is a forum facilitated by Strategic Concepts (I) Pvt. Ltd. exclusively for CEO's of active organisations in Nagpur.

This forum aims to bring CEO's, desirous of learning and development, on one platform where they can learn, co-create and change the way they normally do things in business.

# Mr. Sanjay Singh

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Sanjay is a nationally renowned Management Coach with the proud privilege of mentoring brands like **ICICI Bank, Airtel, Godrej & Boyce, Osborne Lippert, Grindmaster, Bosch, SuKam, Cahor** and many more. He is a visiting faculty of **IIM, Kolkota**.

Sanjay has publications like **“Beg, Borrow or Sell”**, **“The Grass is always Green”** and **“The Silos of Customer Relationship Management”**.

Sanjay has a working experience of **29 years** in countries like USA, W Africa and now India. He has done his BE, MBA.

Presently he is the Chief Knowledge Resource of **Strategic Concepts (I) Pvt Ltd** and closely works with Small and Medium Enterprises.





# MANAGING SALES EFFECTIVELY

*A CEO'S PERSPECTIVE*

**How many of us are Salespersons?**

**“ALL Of US”**

# Who is your “Target Group ”of customers?



# How well do you know your customer?

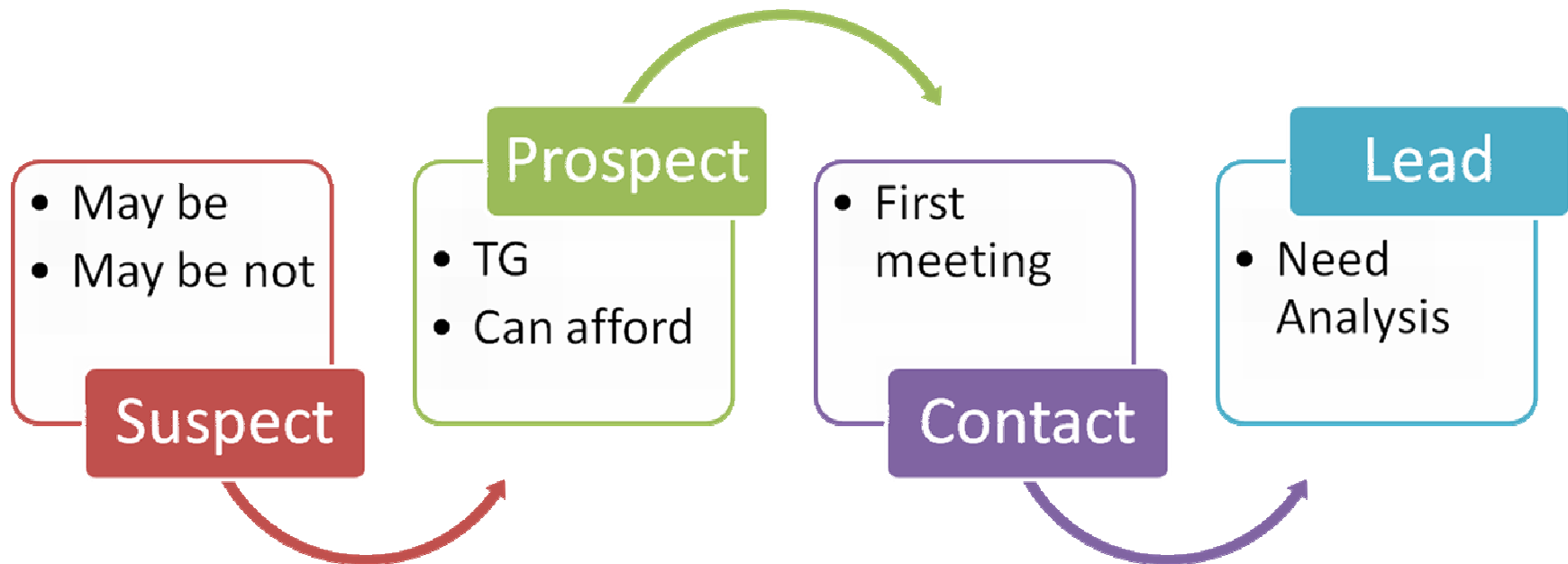
**PSYCHOGRAPHICS – Lifestyle, Belief ,Attitude**

**DEMOGRAPHICS – Geography, Age, Sex**

**FIRMOGRAPHICS- SEMP, SENP, Pvt Ltd, Pub Ltd, Govt, Others**

**INCOMEGRAPHICS - SEC A , SEC B, SEC C**

# How do you generate leads?





# How many salespersons required for generating leads?

HIT RATIO	19:1
TARGET	"X"
TOTAL NO OF CALLS TO BE MADE	19X
NO OF DAYS AVAILABLE	26
MIN. NO of CALLS/DAY (MNOC)	(19X) / (26)
NO. OF SALESPERSONS REQUIRED	?

# Types of Sales persons available



## SNIFFER DOG

Pay them for generating leads only.



## KILLER DOG

Pay them for closing orders only.

# **Arm Sales Team with Sales Kit**

- **FAB chart**
- **Samples for live demonstration**
- **Customer Testimonials**
- **Admin related papers**
- **Marcom. papers**

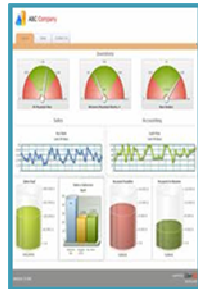
# How do you manage the leads generated?



Lead Register



Sales Funnel



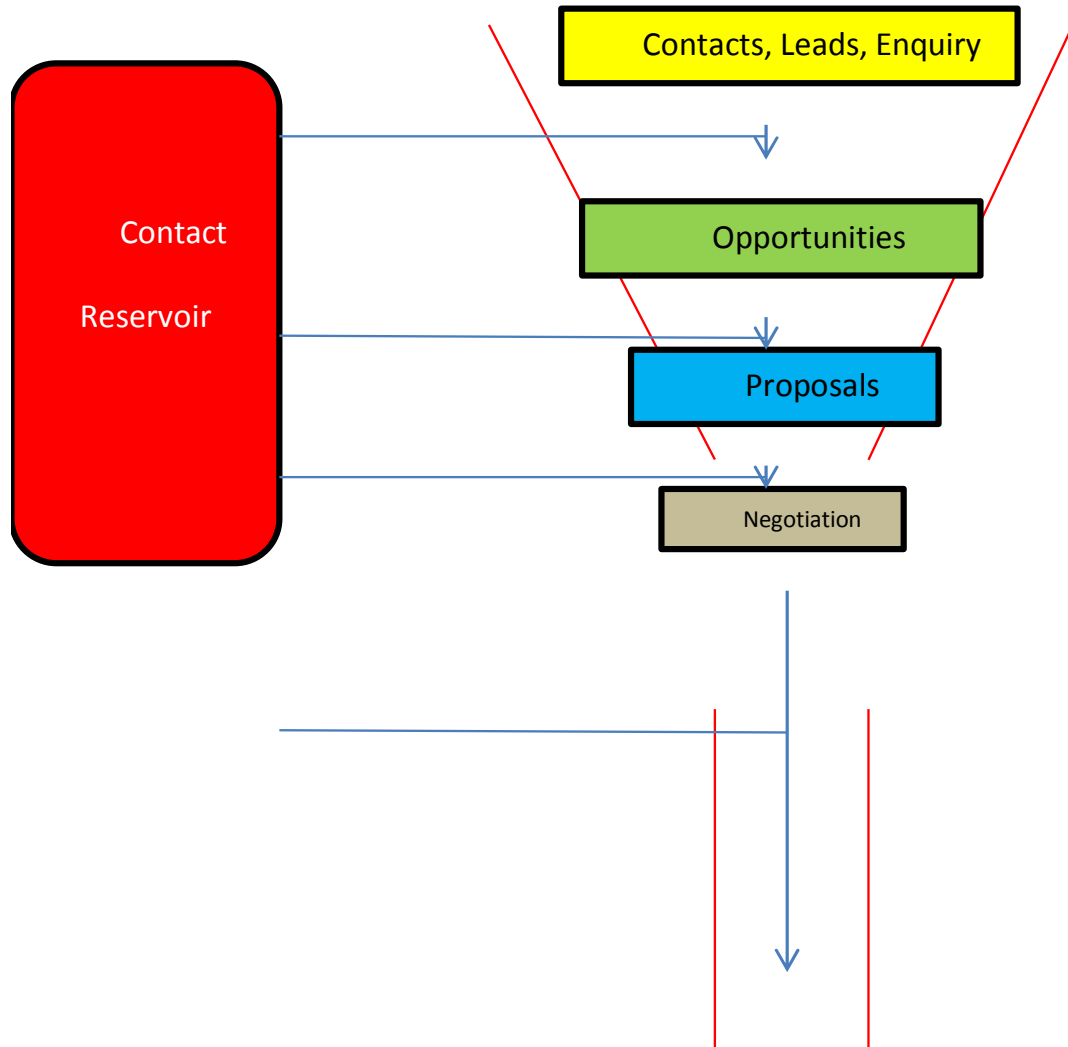
Sales Dashboard

# A good Lead Register

S. NO.	Name	Contact Details	Status Code	Next Call on

**Status Code 1 = Reached Decision Maker , Status Code 2 = Completed Need Analysis**  
**Status Code 3 = Reached Sales Negotiation      Status Code 4 = Order Status**

# A good Sales Funnel

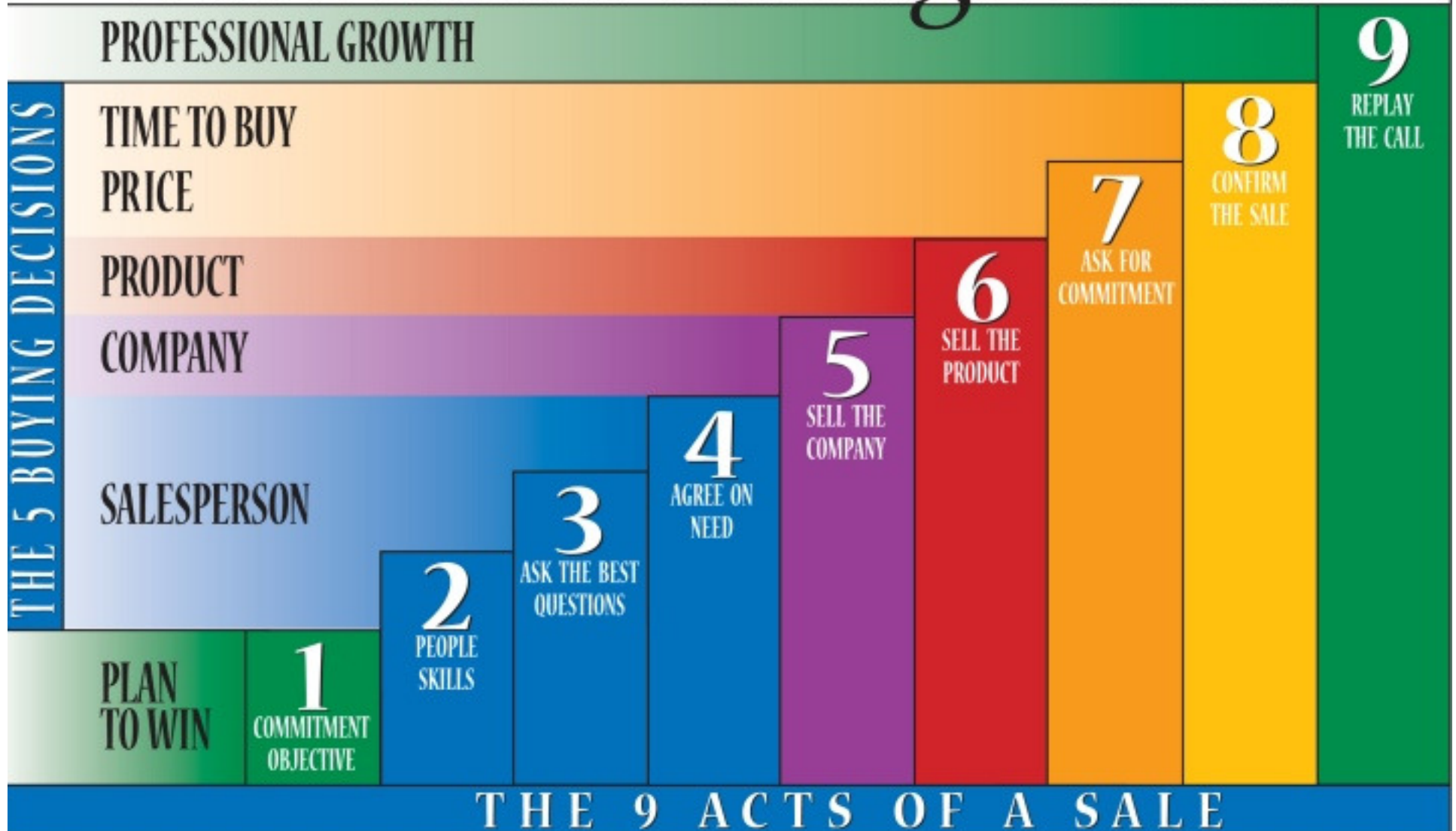


# Sales Dashboard should reflect Reference Sale and Cross Sale.

Routine Sales Figures	Reference Sales Figures	Cross Selling Sales Figures
Lost Case Analysis	Prospect Clouds	Sales Funnel

# Do you have a defined sales process?

## *The ~~Action~~ Selling Process*

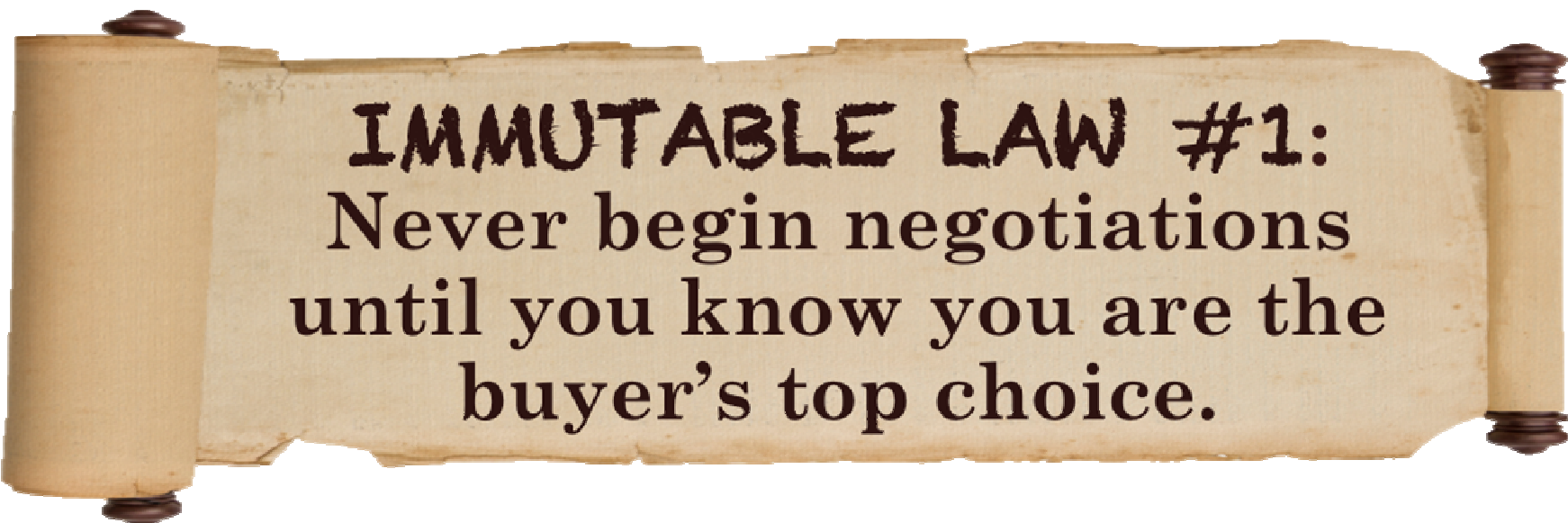




**How do you look at  
Sales Negotiation?**

**Negotiation**  
**is a competitive sport.**

**TRUE / FALSE**

A horizontal scroll with a light beige, aged paper texture. The scroll is unrolled in the center, showing text. The ends of the scroll are rolled up and held by dark brown wooden pins. The text is written in a dark brown, serif font.

**IMMUTABLE LAW #1:**  
Never begin negotiations  
until you know you are the  
buyer's top choice.

**Customers do not buy price. They buy risk.**

# 4 Stages of Negotiation

## Prepare

- Assess objectives - yours and theirs
- Decide on areas of possible flexibility
- Plan approach and sequence of events

## Discuss

- Exchange positions and issues
- Create a positive working climate
- Listen carefully and question thoroughly

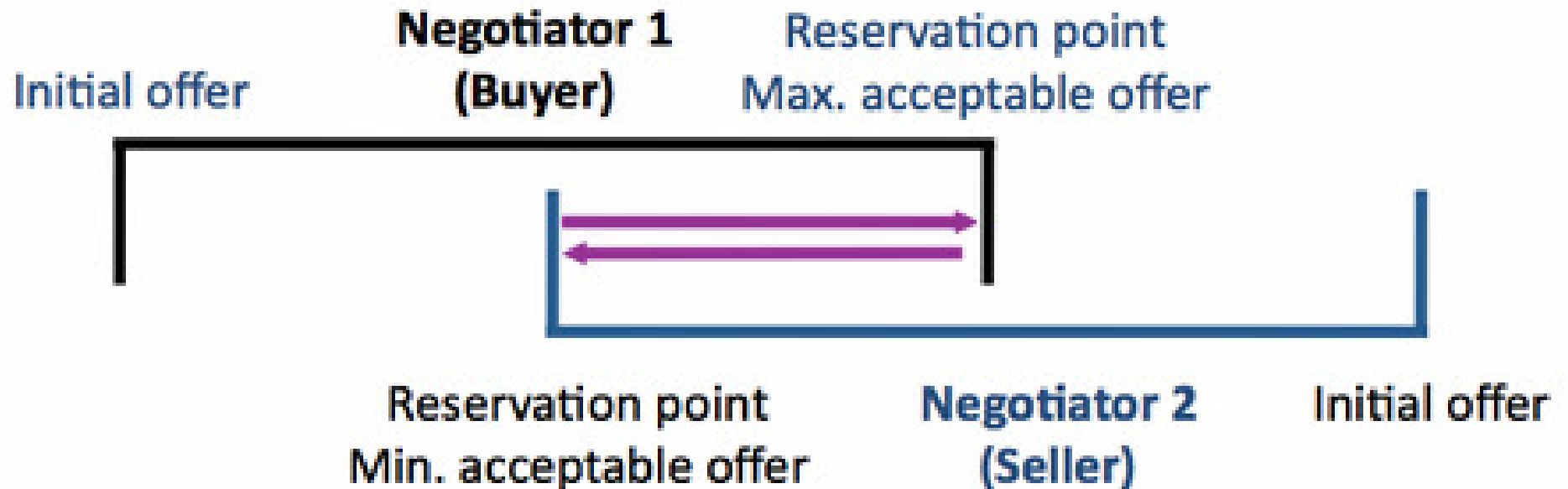
## Propose

- Specify what you want
- Seek compromise - get a win/win if possible
- Remember optimum and fallback positions

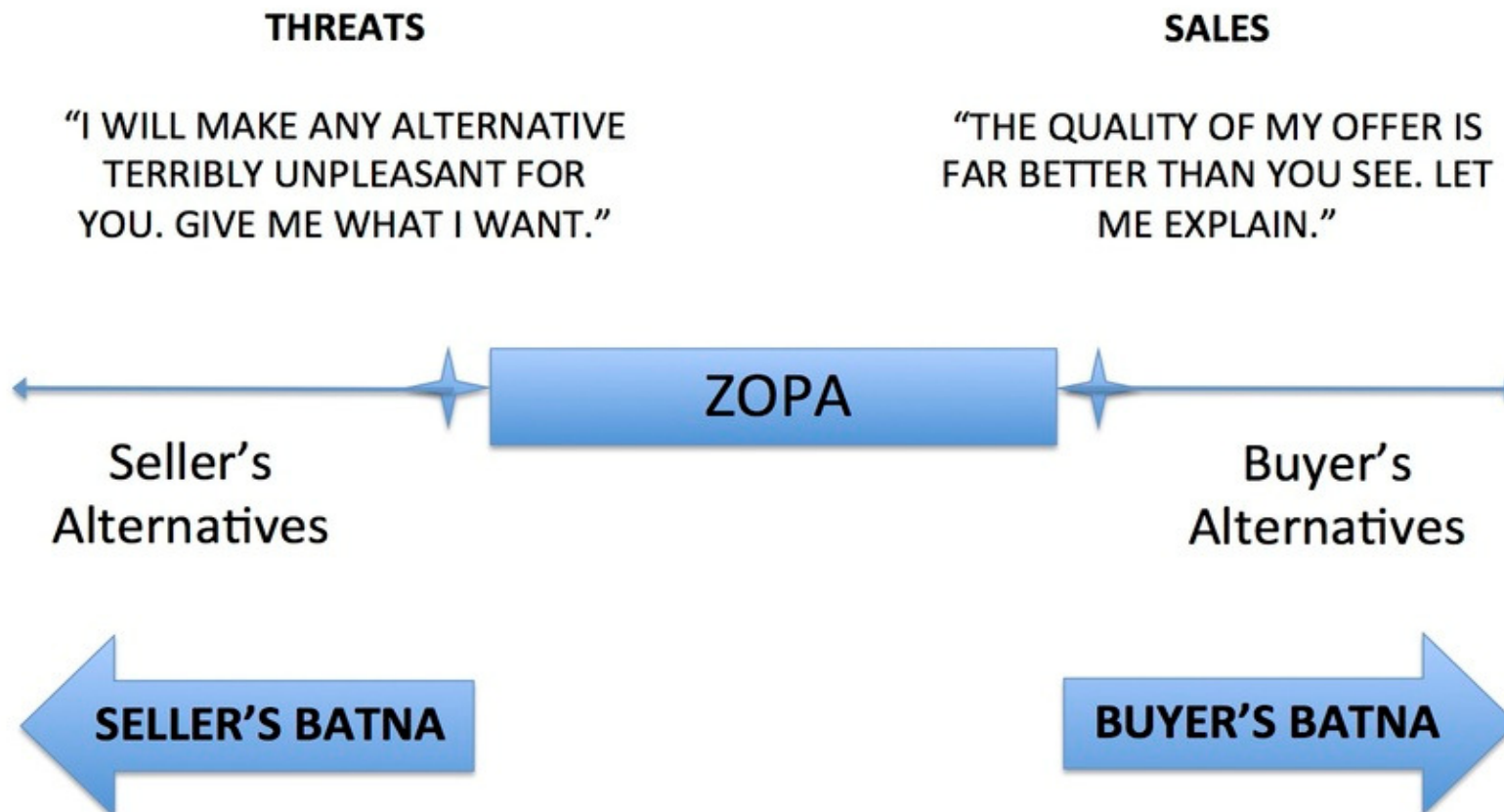
## Bargain

- Ask for what you want - modify if you need
- Don't concede without exchanging
- Reiterate the value of your solution

# Better Agreement to Negotiated Alternative. (BATNA)

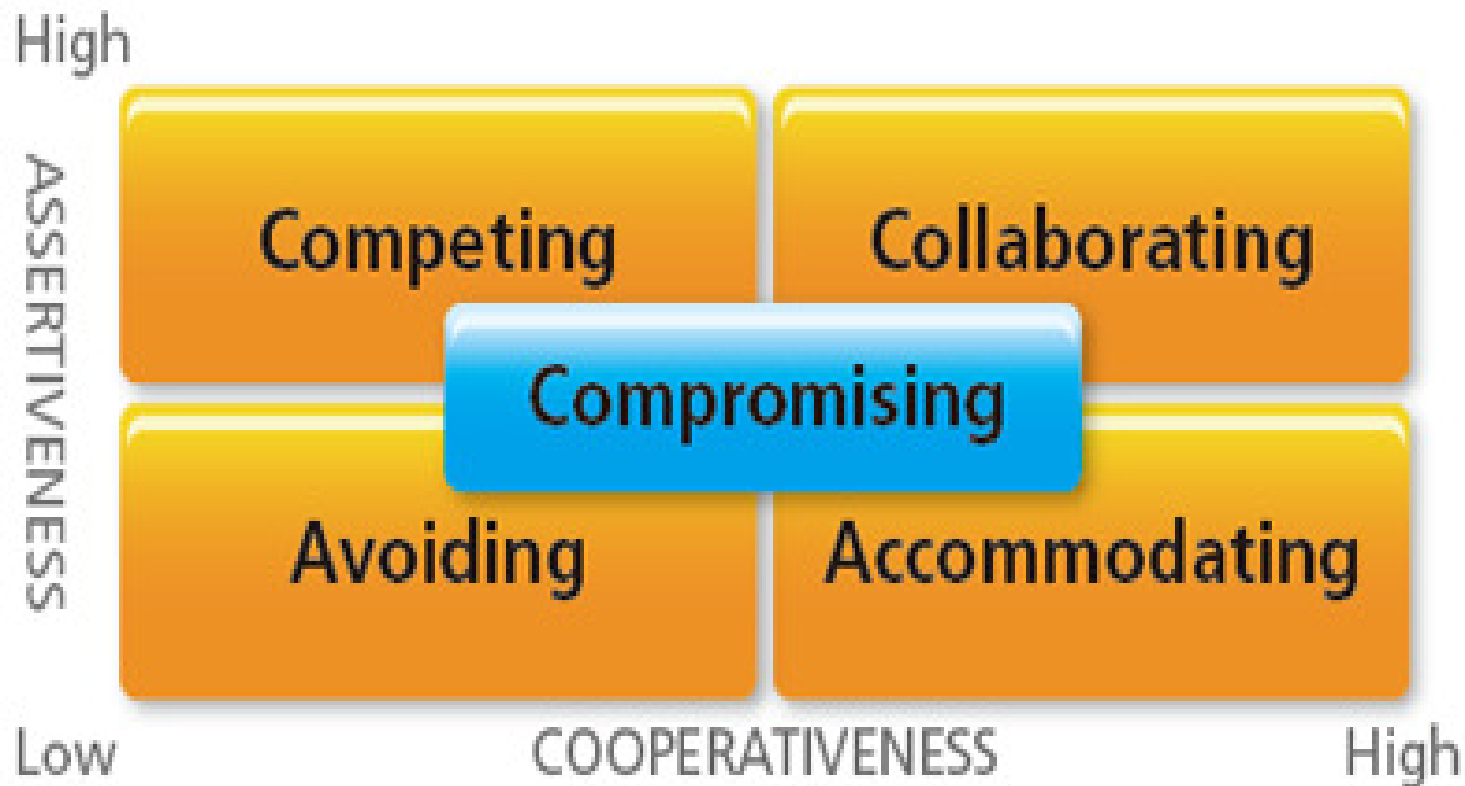


# SALES & THREATS



**ZOPA = Zone of Possible Agreement**

# Possible Outcomes of a Negotiation



# Negotiators Tool Kit





# How do you engage customers?

## The Customer Engagement Hierarchy

Four key elements -- Confidence, Integrity, Pride, and Passion, along with the rational elements associated with customer satisfaction -- constitute what Gallup calls the customer engagement hierarchy.

Can't imagine a world without  
Perfect company for people like me

Passion

Treats me with respect  
Feel proud to be a customer

Pride

Fair resolution of any problems  
Always treats me fairly

Integrity

Always delivers on promise  
Name I can always trust

Confidence

Overall satisfaction  
Likelihood to continue  
Likelihood to recommend

Rational Satisfaction

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# **These policies should be in place.**

- **Customer Complaint Handling System**
- **Customer Service Recovery**
- **Turn Around Time for all services**
- **Customer Centricity**
- **CRM Policy**
- **Discount Matrix**

# Treat Salespersons with Pride.



## **Last Word !**

**“A Kiss in the morning and a Kick in the evening is a daily dose for all salesperson!”**



Thank  
you