

Sales & Selling - Week 4:

Sales Strategy and planning

Focus: In this last video of the sales and selling series we are going to dive a little deeper into sales strategy and planning. We will take each sales channel in turn and look at the steps needed to create our own sales strategies.

Common problems/mistakes:

- No idea what is/isn't working to generate sales;
- Start-ups lack focus without a sales plan in place;
- Businesses who don't know how to convert customers will eventually fail.

Why is it important:

- Your sales plan will give you the focus you need to achieve your sales objectives;
- Not every customer will buy but the right sales strategy will increase your ability to convert as many as possible;
- This is the only way your business can grow.

Screen Share:

- Sales channel strategy
- Sales plan.

Template/checklist:

Sales strategy and planning template.

Tips for success:

- Remember to create a plan for each sales channel;
- Be patient and consistent;
- Stick to the plan, follow the process.

Task:

Use the templates provided to build your own easy-to-follow, simple step sales strategy.