

Sales management

Manager’s 6 tasks according to Winnie the Pooh

1. Set targets
2. Organize
3. Motivate
4. Develope
5. Communicate
6. Follow up and analysis



Question: what are the similarities and differencies in the sales management:

- in a big company
- In a small company?



<ul style="list-style-type: none"> YTD Results versus Target <ul style="list-style-type: none"> OR vs. plan Funnel size and shape analysis for "standard" sales projects TOP5 Opportunities <ul style="list-style-type: none"> 2-5 opportunities, focus on solution sales Opportunity selection (priority of importance) <ul style="list-style-type: none"> Sales process phase versus buying process phase Sales process milestones versus actual progress Key Sales Aids to focus <ul style="list-style-type: none"> Customer Goals, Contact Map, Activity Plan, Customer Value, Get and Give Documented action plan per opportunity <ul style="list-style-type: none"> with time and responsibility Summary of key actions for next meeting Customer plans 	<p>10 min</p> <p>60 min</p> <p>30 min quarterly</p>
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Process	Methodology
Outcome based	Methods based
Typically end to end	Seldom end to end
Based upon business needs	Based upon standard
Continuously updated	Seldom updated
Tools integrated into process	Methodology integrated into tools