



Sales Managing Basics

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What is Sales Managing?

- The primary function is to grow and develop the sales team to ultimately grow overall sales.
- Taking the existing sales team and working with them to reach their maximum potential.
- Making the determination of when upgrades or expansion is needed.
- Establishing the goals / targets and working towards them.

Who Needs Sales Managing



Everyone who sells should have someone that is helping them achieve better results.



Who Needs a Dedicated Sales Manager?

- **Larger Sales Teams**

- General rule of thumb 8 – 10 people or more

- Levels of complexity to selling

What is the Role of a Sales Manager?



- A true sales manager works with the individuals to develop their skills to grow sales in each product line we offer.
- Risk is they become a firefighter.
- Result is poor performance.

Components of Sales Managing

What do we sell?

Product Lines Offered

In stock parts

Brokered Parts

Warranty

Freight

Core

New / Aftermarket Products

Remanufactured



In Stock Sales



1. Easy to sell

2. Effort to sell

Easy to sell – high demand items core components of targeted buying. Parts that sell themselves.

Effort to sell – more supply than demand, harder to identify, competitive by nature.

Brokered Parts



The grey area of selling.

Trust – Quality – Accuracy – Timeliness – Warranty – Return Policy

Same issues that our customers have without having the same knowledge base as us.

If we say the part is not available, do they sell us the vehicle or keep looking for the replacement part?

If not us, then who?

Warranty



High Stakes Gambling?

Backdrop of how industry is perceived.

Right thing to do for the customer!

Peace of mind assurance.

Freight / Delivery Charges



LTL / Small Parcel Express

Local Delivery

Electronic Procurement



Core Commodity

The slide features several decorative geometric shapes: a sphere in the top right, a cube in the middle right, a cone in the bottom center, and a large ring on the right side. There is also a small arc in the bottom left corner.

Becoming a larger component
of what we are doing.

New / Aftermarket / Remanufactured



Are we augmenting our traditional product lines
with any value-added parts?

What is Next?



Do we use an operating budget?

Do we use anticipated / projected sales?

Do we know how much gross profit we need to produce?

What is our historical mix that make up our total sales?

This includes revenue created by the back of the house.

Make up of the Sales Team



What are the average monthly sales per person by product line?

What is the growth potential for each team member?

Do the company gross profit needs, inventory being supplied & sales team output ability align with each other?

It they don't, what changes / adjustments / additions must occur to bring them into alignment?



What Have We Done So Far?



Established the baseline for expected performance to allow goals to be established and subsequently monitored / reviewed.

Looked at each member of the sales team with an honest assessment of potential with a plan in growing the company and sales staff to more.



More = Profit

Created a path to success for everyone!



What Still Needs to be Done?



Meet with the team.

Individual & Group meetings.

Explain rationale behind the goals while examining the historical results to plan for improvement.



Monitor the numbers and publish results at least weekly.

Follow up on the numbers focusing on changing behavior to improve results.





Create the Scorecard

Daily In Stock	£1,000.00		£2,100.00
Current Average	#DIV/0!		#DIV/0!
Difference	#DIV/0!		#DIV/0!
Brokered	£1,000.00		£1,500.00
Current Average	#DIV/0!		#DIV/0!
Difference	#DIV/0!		#DIV/0!
Warranty	£25.00		£100.00
Current Average	#DIV/0!		#DIV/0!
Difference	#DIV/0!		#DIV/0!
Total	£2,025.00		£3,700.00
Current Average	#DIV/0!		#DIV/0!
Difference	#DIV/0!		#DIV/0!
Total Goal	£44,550.00		£81,400.00
Projected Finish	#DIV/0!		#DIV/0!
Difference	#DIV/0!		#DIV/0!

Sales Meeting Format



- Company housekeeping issues / procedures
 - Negative items since last meeting
 - Actual to goal performance
 - Things to work on
 - Positive message including appreciation for job being done
 - Less than 1 hour in length
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Mini Sales Meetings



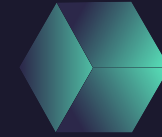
Daily, quick discussions concerning the prior day, upcoming day and recognition of the job being done.

More than once per day, depending on the salesperson.



Aim High!

Small steps on a continual basis will take you
a long distance.



Thank you

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