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## Effective selling for small businesses.

We take selling very seriously.

We know it can deliver amazing results, fast track your growth, and build a long-term sustainable business.

We also know that most small business owners struggle to have the sales impact they really need. Far too often their endeavours to improve fail to deliver the results they want.

It is not for lack of trying.

In some cases the business owners know how to sell but just can't devote enough time to it or enough time to develop others to do it for them.

Other small businesses recognise they don't have the sales expertise themselves and need help in developing these skills, or in finding, developing and managing others to sell for them.

We have a very practical way to help you.

We provide you with a proven sales professional to work *in* your business helping you make the sales improvements your business really needs.

Their first task is to develop an effective sales action plan.

Once the plan is in place they will work with you to make sure it gets implemented.

They will keep a very close eye on the most important outcome – closing more sales.

Our sales consultants are highly credentialed in improving sales. They have all achieved success as sales people, sales managers and now as sales consultants, sales trainers and coaches.

They have helped CEO's, Executive Directors, Business Owners, Sales Managers, Account Managers and the myriad of different sales people across every industry sector significantly improve their sales efforts.

The following page outlines our approach to helping you improve your sales efforts.



## Our Approach

### Step One – Review your business

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- ✦ Clarify the increase in sales you want and why this is important for your business.
- ✦ Understand your target customers, your products and services, pricing and competitors.
- ✦ Identify your sales strengths and weaknesses.

### Step Two – Sharpen your offer

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- ✦ Clearly define why a potential customer should buy from you.
- ✦ Articulate the benefits from your customers' point of view.
- ✦ Develop your 'why' arguments in close consultation with you and your sales team.
- ✦ Determine the sales tools you need to help you sell the above.

### Step Three – Get in front of more customers

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Determine the most effective strategies to get in front of your target customers considering:

- ✦ Improved relationships with your existing customers.
- ✦ Leveraging from those customers to new customers.
- ✦ Working with 3<sup>rd</sup> Party referral sources.
- ✦ Proactive networking.
- ✦ Cold calling.

### Step Four – Improve your sales processes

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Usher in a consistent selling approach customised to how your buyers buy considering:

- ✦ Reading people
- ✦ Building and maintaining rapport
- ✦ Qualification: Dealing with genuine buyers and decision makers
- ✦ Problem Solving: Matching solutions to identified client needs.
- ✦ Selling Value by demonstrating;
  - i. Market *and* product knowledge
  - ii. Capabilities of your company
- ✦ Negotiating price & closing the deal
- ✦ Effective follow up post sale

### Step Five – Strengthen your sales management

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Set up your sales management practices, process and reporting.

- ✦ Set clear goals and objectives.
- ✦ Assess your sales pipeline – monitoring and making sense of activity.
- ✦ Determine financial and non-financial incentives.
- ✦ Communicate team and individual goals and results.
- ✦ Coaching and developing others.

### Step Six – Train and develop your people in all of the above

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