



# Sales Management

Hit your sales goal this year and in years to come! Create the strong management required in order to consistently achieve sales results, integrating discipline, accountability, and focus into the day-to-day activities of the sales force. Whether it is the semi-annual sales budgeting process, the monthly territory review sessions, or regular training/mentoring sessions, the Jacquard Sales Management Profit Project® is about one thing – performance!

## Experiences

- *Aggressive sales management increases sales performance*
- *A proactive sales and marketing mix can drive quotes up by as much as 40%*
- *Detailed sales budgeting results in accurate revenue forecasting*

## Principles

- Consistent communication is key
- Accountability drives performance
- What gets measured, gets improved

## Goals

- Increase sales and quoting activity
- Drive accountability
- Improve effectiveness and skill level of sales team

## Subprojects

- Skills Assessment
- Territory Mapping
- Sales Forecasting/Budgeting
- Compensation Plans & Incentive Programs
- Measurement/Accountability Programs
- Training Modules & One-on-One Coaching

## Measurements

- Sales levels
- Average gross margin
- # of new customers
- # of lost customers
- Account growth
- Customer satisfaction (with sales & service role)
- Touches – A & B customers vs. C & D customers

## Deliverables

A formal standard repeatable process that provides ...

- Sales team with better product knowledge and overall sales effectiveness
- More consistent sales growth
- More performance-based culture – permeates rest of organization

*"Through Jacquard's sales management approach, we changed from reactive order takers into a proactive sales team."*

—President  
Process Equipment Manufacturer

## Jacquard's Profit Projects®

- Straightforward, proven and universally applicable
- Focused and customized to a company's unique needs
- Easily understood by all employees
- Take only 16 weeks to complete

## What they do for you ...

- Improve customer delight
- Build greater market share
- Increase profitability and cash
- Strengthen leadership
- Align people with company goals