



# Sales Force Effectiveness

**David Ramos**

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- 15 Years Imaging Industry Experience
- Xerox Corporation
  - Major Accounts Manager
- IKON Office Solutions
  - Regional Sales Manager
    - 10 Sales Executives
  - IKON University; US & Mexico
    - Instructed sales managers how to effectively lead and execute to plan
  - National Director of Sales Mexico
  - Director of Sales North Florida
    - \$60 million equipment and services budget
    - 8 Sales Managers
    - 72 Sales Executives
- Strategy Development – Sales Operations Consultant



- Management consulting and advanced sales training firm
- Advising companies on
  - Defending existing markets
  - Assessing entry into new ones
  - Developing growth strategies
  - Cost control
  - Profitable investment of resources

- Increase sales professional productivity
  1. Increase revenues
  2. Capture new accounts
  3. Increase sales effectiveness
  4. Improve Up-selling/Cross-selling
  5. Improve customer retention
- Improve access to key information
- Revise or implement sales process
- Reduce sales turnover
- Getting the right people on the bus
  - Hiring the right people

Competition

Commoditization

Technology

Demographics

Changes in Buyer Expectations

**Increase in Buying Cycle Timeframe**

**Meaningful Dialogue**

- Business Acumen
- Sales Communications
- Selling Skills
- Time and Territory Management
- Sales Process
- Products and Services

- Selling Skills

You need to have a  
balanced approach.

- Prospecting
- Pre Call Planning – Rapport Building – First Appointment Value Proposition
- Analysis
- Proposal Writing Skills
- Negotiation Skills
- Implementation
- Customer Retention

- Phone
- Email
- Mailers
- Customer Events
- Networking



- 10% non qualified lead – cold calling
- 60% qualified lead – referral based

- Direct cost associated with the networking group/event
- Number of events attended
- Number of contacts generated
- Number of sales leads generated
- Number of referrals
- Number of sales
- Number of service contracts
- Dollars generated from direct contacts
- Dollars generated from referrals



- Introductions to Sales Process
- Time and Territory Management
- Business Acumen and Decision Maker Motivations
  - What is IT? Selling to the CIO
  - What is Finance Management? Selling to the CFO
- Prospecting with Balanced Approach
  - Navigating access and becoming a networking expert
- Initial Sales Call Discovery and Presentation Skills
- Questioning and Listening Skills
- Proposal Writing
- Negotiation Skills
- Account Planning and Customer Retention

**Next Webinar Series Starts  
November 14<sup>th</sup>  
BTA Dealer Price \$1,840**



# QUESTIONS?

*Thank you for your time!*

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