



SPECIAL REPORT

More Sales, More Profit

...And How
to Beat the
Competition
Every Time

Part 2 of the ProspectSoft™
Growing Business Series.



From the Editor

Dear Reader

Welcome to Part 2 of the ProspectSoft Special Report series, '**More Sales, More Profit**'. This report follows on from Part 1: '**Boosting Lead Generation**', which received well over 3000 readers.

So, what exactly are we referring to when we talk about 'More Sales, More Profit'? Well, it really depends on the business. The idea of increasing sales initially conjures up images of project sales models such as selling consultancy, IT systems, medical equipment, construction etc. However, whatever business we are in, even selling consumables like printer toner cartridges, stationery, clothes or fish distribution, the initial stage of getting a new customer works the same way – you woo the customer, the customer compares you to his or her criteria and decides whether or not to give you a chance.

This report concentrates on maximising the effectiveness of the effort involved in converting a prospect to a customer placing an order (Lead Conversion). Clearly for many businesses, the first sale is only the start; the real money comes from the ongoing business. [Issues of Retention and Re-spend are covered in Part 3](#) of this series, but whatever business we are in before we can retain our customers we need to get some; and if we already have some, wouldn't we all like just a few more?

The methods suggested in this report are based on extensive sales and marketing trials conducted by ProspectSoft. We at ProspectSoft take business growth very seriously and this report is the culmination of a year of research, trial campaigns and consultations with business experts and marketing guru's to improve the leads conversion process. It represents substantial financial investment from ProspectSoft including the analysis of response rates and conversion rates involving more than 35,000 business contacts.

This report is all about squeezing a few more customers out of the leads you get.

If you simply aren't receiving enough leads, you probably ought to stop now and read [Part 1](#) visit www.prospectsoft.com/moreleads. Assuming you have some leads coming in, keep reading and let's see how productive we can make them.

David Hunter
Report Editor
ProspectSoft™ Ltd

P.S. After you have generated more leads and turned those leads into profitable sales, you may be interested in [Part 3 of the report series, 'Locking Your Customers in for Life'](#). This report focuses on [customer relationships](#) over the medium and long term, getting more sales, more often and of higher value from repeat customers.



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Introduction

If you want to win more sales and earn more profit, read on!

This special report covers six core activities for for winning more sales:

Consolidate!

Good selling depends on good planning!
Plan your sales success.

Innovate!

Be clever and creative; work smarter not harder.

Analyse!

Find out if the changes you instigate actually work. Pinpoint areas to improve.

Whenever you are trying to improve something, a consistent, incremental approach is much more likely to generate repeatable results with minimal risk.

If you have read the [Boosting Lead Generation](#) report, you may already be familiar with the improvement cycle illustrated here. This report looks at these activities from a sales, rather than marketing perspective – aiming to substantially improve your lead conversion rate.

Just think, if your cost per enquiry is £100 and you close two in five leads, the other three are costing you £300 in direct costs – and much more in lost opportunities.

For many readers, the most interesting topic is Innovation where we will be presenting ideas and suggestions that can help you to significantly improve your lead conversion. However, the 6 steps of the improvement cycle are interrelated.

Jumping in with innovation, without assessing where you are and where you want to get to, or taking the time to analyse the results, refine them and educate your team will reduce the effectiveness of any innovation you introduce. Ultimately, the ability to automate sales analysis and processes will reduce the effort and maximise the effectiveness of the whole improvement cycle.

Iterate!

Try, try and try again, until you find the winning formula.

Orchestrate!

Share the benefits of this success with the whole company.

Automate!

Standardise your sales process, improve data collection, analyse faster and in more detail.



To read Part 1 of our Special Report Series: Boosting Lead Generation, visit: <http://www.prospectsoft.com/moreleads>

Activity 1: Consolidate

Today...

If you are determined to achieve greater lead conversion, then the obvious first step is to determine your current conversion rate – after all, without it you cannot know what to aim for, or whether you ever achieve it.

Most of us who are in sales know that preparation is the most important step in making a sale, and yet few of us take enough notice of it when we are planning our sales targets and sales processes. Let's start with some very simple information (we will get much deeper into the figures in the [Analysis Activity](#)). Before we delve into the exciting section covering innovation, invest a little time making sure you can answer the questions in the "Today..." box, and be certain to write down your answers. (No fudging them later on!)

Remember, only numbers can answer these questions – no if's, but's, maybe's or if only's – you may be a sales person, but don't try to sell shortcomings to yourself!

Today...

- How many leads do our marketing activities generate?
- How many of these do we convert to customers?
- What is the average amount of time and money needed to convert each one?
- How much elapsed time does this take?

"Failing to plan...
is planning to fail."

Alan Lakein

Costs...

- If our sales team doesn't get enough leads from marketing, this costs us in 'idle time'
- If we don't convert enough leads, this bumps up the marketing cost per customer
- If we expend too much sales effort per lead, this bumps up the sales cost per customer
- If it takes too much elapsed time, this costs us in cash flow (and interest) as our marketing investment is tied up for too long

Tomorrow...

Now that we know at least the rough figures on our current activity, let's just add up the costs of not making improvements. Take a look at the "Costs..." box and try to consider the likely costs inherent in your current sales results. Consider if there are any other costs related to your specific business. This should give you some appreciation for where things need to change – if it doesn't, you either have the perfect business or aren't looking hard enough!

Next answer the simple questions in the "Tomorrow..." box. Finally ask yourself, what could we change in order to get from the "Today..." answers to the "Tomorrow..." answers. Now you are starting to innovate; so let's get on with considering what we might do differently!

Tomorrow...

- How many leads do we need?
- How many could we convert?
- How much effort can we afford to invest in each sale?
- How quickly could we convert a lead to a customer?

Activity 2: Innovate

Innovation is **the** key factor for securing a competitive advantage.

Any competitive advantage will have a shelf life. Customers, markets, expectations, technology all change faster than we might wish. Like it or not, we have to continuously review our business and find better, faster, cheaper ways to do what we do.

This activity of the report breaks down into three key areas of selling and sales management that every organisation can improve in order to win more sales. Later on, in [Activity 3](#), you will see how further areas for innovation can be found through detailed analysis of your sales process. For now, let's just take a look at a few specific areas to find some 'quick wins'.

- a. Motivation, Motivation, Motivation
- b. Train the 'Little Voice'
- c. Methodology, but no tricks please

There are any number of sales methodologies, processes and principles. In the following pages we have brought together some of the most proven and easy-to-follow ideas. However, as with all recommendations, the most important thing is to **TAKE ACTION**. If you are committed to actually changing what you do for the better, then read on. (If not, you should probably stick to the oldest and least true sales adage – “selling is just a numbers game” – if you aren't going to change anything then stop reading now – just go and do some more numbers instead!).

“Innovation is the fuel for growth. When a company runs out of innovation, it runs out of growth.”

Gary Hamel and Gary Getz

Looking for More Ideas?

Then why not attend one of our Business Growth Workshops and speak to one of our experts? Visit www.prospectsoft.com/events

“The only way to grow is to be remarkable. The only barrier to being remarkable is your ability to persuade your peers to make it happen.”

Seth Godin, The Big Moo

a. Motivation, Motivation, Motivation.

Every sale is personal

Purchasing decisions are not just about factual things such as the right price, product and a convenient location. For most people, the feelings that the service and the sales person evoke, such as trust, comfort and reliability are often much more important – particularly in a global economy where we have a great deal of choice about where, when and how to buy.

To properly manage customer emotions and improve customer experiences, it is essential for every sales person to be conscious of the softer skills, such as listening, handling objections, two-way negotiations and empathizing. Take a look at the [Blue box](#) and see just how many different Psychological Buying Motives need to be satisfied for the perfect sale. Remember, “Behind every sale there is a person!”.

Customer Motivation

Customer Needs Analysis is often dismissed far too quickly by many organisations who believe their products are too simple for it to apply – but it is rarely about the product. If we don't know the customer's motives for buying, how do we expect to be able to present our product and service effectively. Even if we sell over the telephone, we need to know what the customer is looking for. Remember to deal with all customer issues, not just regarding the product but also on payment methods, delivery issues, guarantees, perceived risk and so on.

6 Psychological Buying Motives

People buy emotionally, not logically, for one of the following reasons:

- Desire for gain
- Fear of loss
- Comfort and convenience
- Security and protection
- Pride of ownership
- Satisfaction of emotion

“When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion.”

Dale Carnegie

Already Got Plenty of Sales?

In our next report, you will find out how knowing your customers will help you keep them for longer. Visit www.prospectsoft.com/clientretention

Sales Person's Motives

As well as the customer, the sales person is also human. A well-motivated sales person is likely to be much more committed to fulfilling the customer's buying needs. Motivation can be provoked not only by the obvious, materialistic rewards such as bonuses and pay – but by also considering the following, additional psychological needs:

- **Social needs:** acceptance, feeling of belonging to a group, and association with a successful team
- **Need for self-esteem:** recognition of strength, intelligence, prestige. Setting targets and measuring performance against targets is vital for awakening the sales person's motivation. [Activity 3](#) will concentrate more on measuring performance and target setting
- **Need for self-actualisation:** challenging projects, performance against peers, stimulating a healthy competition, opportunities for innovation and creativity. Look at the [Selling Motivation Matters](#) box for some tested and proven ideas on self-actualization stimuli

For free advice on mastering and measuring your sales performance, why not book a place on one of our free Business Growth Workshops? Visit www.prospectsoft.com/events

Selling Motivation Matters:

An excellent example of effective motivational tools is an instant up-to-date reminder of success e.g. wall mounted displays in call centres.

4 Reasons Not To Talk Too Much:

- You can't listen when you're talking
- You can't take notes when you're talking
- You can't learn when you're talking
- You can't think creatively about what to cover next when you're talking

“Never forget that people hate to be sold anything, but people love to buy. People don't buy our services, products or ideas. They buy how they imagine using them will make them feel.”

Larry Wilson

b. Train the 'Little Voice'

The life of the sales person is not always an easy one.

The life of the sales person is not always an easy one. Staff who work in accounts, or on a help desk expect to succeed in almost every customer interaction – in the end, all invoices are sent and almost all debts are collected; in the end, all service issues are logged and all are closed (most satisfactorily). For sales people however, failure is an expectation, and this can be a real problem – even for the best of us. It can lead to a negative approach – expecting to be rebuffed, or taking a combative approach to the customers. The question is, can we change our 'Little Voice'; stop telling ourselves we might fail; stop telling ourselves to try and trick the customer; and start realising that we and the customer could and should both get what we want.

The Wonderful Paradox

"I have more fun and enjoy more financial success when I stop trying to get what I want and start helping other people get what they want."

Larry Wilson, The One Minute Sales Person

The Wonderful Paradox - take a moment to read the box on the Wonderful Paradox. Then consider how often your sales team takes a combative stance – trying too hard to get customers to give you what you want, without realising that they will gladly do so, if you can figure out how to give them what they want better than anyone else.

The One Minute Rehearsal – make sure the 'Little Voice' in your head knows you are going to be great – and the customer is going to love you. It's like an advert. Imagine your problem, and see how it is being resolved. See the benefits to both the sales person and the buyer. Using positive thoughts to create your success increases the likelihood of closing the deal successfully.

My Selling Purpose:

To help people get the good feelings they want about what they bought and about themselves.

Larry Wilson, The One Minute Sales Person

Purpose Selling – are we always as clear as we can be about the purpose of each sales activity? Are we focusing on our mechanistic purpose (i.e. to get to the next stage) or do we focus on how each step of the sale will help the customer get closer to what they want and feel good about the buying process?

Walk in the customer's shoes - Imagine yourself in your customer's position. See what the customer wants and needs; what their worries and expectations are, what their short and long-term objectives consist of. Just don't fall into the trap of concentrating on the product features – this is often the least significant thing – concentrate on the customer's emotions and the experience of buying and owning your product.

"Before I can walk in another person's shoes, I must first take off my own."

Larry Wilson

Most sales people – the 80% who make only 20% of the sales – are not aware of the negative images they see in their mind just before they make a sale.

Larry Wilson, The One Minute Sales Person

c. Methodology, but no tricks please!

Everyone in sales can regurgitate several sales methodologies and anyone who is successful in sales (or anything else) will tell you how a consistent approach and methodology is the key to repeatable success; once you have a plan that works, you can carry it out time and time again. But, there is a real danger with sales methodologies and sales techniques. If interpreted and implemented the wrong way they simply become a means for tricking the customer, or getting the customer to act a certain way.

For your benefit or the customer's?

The difference between the effectiveness of the many leading methodologies is actually minimal. They can all be effective if implemented well. The deciding factor is the approach to using the techniques – is it for your benefit or the customers? If used the right way, with the 'Purpose' (see page 8.) of providing a structure to ensure the customer gets what the customer wants, only then will a great methodology really give great results.

Hints and Tips

Test Yourself:

1. Write down 5 examples of questions you typically ask during a sales call.
2. Try to categorize these in the 4 SPIN types.
3. Do you use your time effectively to ask the right questions?

To find out what else you need to do to be very successful in sales, book your place on a free Business Growth Workshop at www.prospectsoft.com/events

Curious Facts:

Questions Questions Questions...

Questions are the most effective form of verbal behaviour you can use to persuade. More questions are asked in successful negotiations, management interactions, performance interviews, group discussions, and other interactions than in unsuccessful ones.

Neil Rackham

Are you helping?

Most sales people try to sell. If you can understand what the customer wants and why, then all you need to do is take him shopping and help him buy.

Stuart McLaren, Sales Director of ProspectSoft™ Ltd

SPIN selling

SPIN selling is by no means the only successful selling approach. It does however lend itself well to ensuring that the customer's objectives and wishes are fully explored. It is a comprehensive sales process used by many sales experts, which focuses on professional customer needs analysis. Below is an overview of the key SPIN model questions.

- **Situation Questions** – factual questions. Usually resolved during the planning and research stage.
- **Problem Questions** – typically open questions. Forget the features of your product for the moment – what problems does the customer actually have?
- **Implication Questions** – open reflective questions building on the uncovered problems. "How often does that happen?" "How much does it cost you?"
- **Need Pay-off questions** - If you were to get a solution, what would be the resulting Pay-off; "So, if we could get X... it would save us £5,000 per annum..."

Activity 3: Analyse

So far we have been discussing some extremely effective but general ideas for boosting your sales conversion. In this activity we will become a lot more focused on your specific business. In analysing sales activity we are looking for the answers to 3 key questions:

- a) Can your sales process be broken down into smaller steps? Getting from enquiry to order usually takes more than one interaction – if we map this out, we can begin to understand the specific success and failure points.
- b) How effective are your different sales people and approaches at each stage of the sale?
- c) How do different customer profiles fare at each stage of the sale?

This Mathematical Equation sums it all up!

$$Y=f(x)$$

The Y(Output) is the F(Function) of the X(Process)

“Every time an action takes place, a measurement must be made.”

PTI International

Only numbers fit in the box

Analysis is often a dirty word for sales people, but if you don't have hard facts, you won't get hard results. When asking how many appointments, quotes, proposals etc. were completed each month, you may get a woolly answer. Make sure your questions elicit a straightforward numeric answer and then remember when analysing results, “only numbers fit in the box”.

Curious Facts:

It is a fact that many growing businesses, despite their willingness to regularly measure sales performance, simply don't have the time and resources to do so. To make analysis as easy as possible, ProspectSoft™ has provided some tips to get you started.

Visit: www.prospectsoft.com/moresales/resources

For further advice on professional data capture, saving time and effort, see **Activity 6 – Automation.**

Developing a Sales Map

“Take the time to do it right, or make the time to do it again.”

Daniel L. May

Sales Mapping

Sales Mapping aims to break the sales process into distinct stages in order that the success rate of each stage can be individually assessed and continuously improved. For example, you may find that most potential customers drop out at the same stage in the map. If this is very late in the process then these lost customers could be costing you too much – simply eliminating these customers earlier in the Sales Map will significantly reduce your time and effort per sale. If too many customers are dropping out too early, you may simply be finding the wrong type of customers.

You need to map out your own sales process, but to help you understand the principles, take a look at the example 4 and 5 Stage Sales Maps and visit www.prospectsoft.com/moresales/resources to see some sales mapping examples.

The 5 Stage Sales Map

- Telephone Qualification
- Needs Analysis Meeting
- Solution Demonstration
- Proposal
- Sale

The 4 Stage Sales Map

- Conversation
- Appointment
- Proposal
- Sale

Finding, gaining and retaining...

The process of finding, gaining, and retaining customers is interdependent. You may have already noticed that ProspectSoft's Business Growth report series cover these processes consecutively in this order.

If you have read Part 1 of the report series, you will have discovered many secrets for finding more customers, this report looks at gaining customers. Part 3 of the series gives a strong insight into analysing customer retention and re-spend.

ProspectSoft™ (2007)

Performance against targets and peers

Calculate the effectiveness of your sales process

To fully understand how effective each sales person is against targets and their peers, you need to compare not just the overall results but compare the results for each step of the Sales Map (see p.11).

How successful is your sales process?

These conversion rates give a good understanding of the effectiveness of a 5-stage Sales Map.

- What's your lead / meeting conversion rate - how many enquiries turn into NAM meetings (NAM* - Needs Analysis Meeting)
- What's your NAM meeting / demonstration conversion rate - how many of these NAM meetings progress into demonstration meetings
- What's your demonstration / proposal conversion rate - how many demonstration meetings develop into proposals
- What's your proposal / order conversion rate - how many proposal/contract meetings turn into sales

ProspectSoft™ (2007)

Look at the different stages of your Sales Map. Imagine how much the overall result would improve if you could increase your sales performance by 10% at every stage!

Imagine how effective the team would be if you could understand why one person books more consultations than another. Imagine how efficient the team would be if you identify who qualifies the customers best and how.

Sales Team Comparisons

- Calculate the results for the whole sales team
- Compare the results of each sales person
- Trial a different approach or methodology for a month and compare the difference
- Send half the sales team on some sales training and compare the difference

Example Telemarketing Analysis

- Number of times a phone is dialled
- Number of times the phone rings
- Number of minutes spent per call
- Number of meetings booked per month
- How many of these were converted into orders

Customer Profiling

Do you know which customers make you money?

Do you know which customers cost you money?

Do your sales people spend too much time in front of potential customers who will never buy?

Knowing which customers fit your ideal customer profile is essential for maximising your sales rates - it saves time, it saves effort and, most importantly, it helps you concentrate on successfully converting more leads into sales!

So how do you compare your customers? Easy – break your customers into different profile groups and compare the Sales Map for each group. Some may have high conversion rates, others low. Some may have a high sales result but still cost you too much in the process (too many meetings and too many proposals to get each sale).

Stats done... So what?

In any context, particularly sales, simply creating piles of statistical information will not change anything. **You must take action and change something.**

Inevitably it isn't just a case of dropping half your potential customers (although this is worth considering), but you may need to go back to the [Innovate Activity](#) of this report (or brainstorm your own innovations) and consider if a different attitude, approach, requirement etc. applies to the different customer profiles.

Find your ideal customer

- By SIC code
- By company size
- By geographic area
- By job role

Get a bigger calculator!

Analysing the different stages of your sales map against the multitude of customer profiles can require some serious calculating. If you are considering doing this manually, take a look at **Activity 6: Automate** and visit www.prospectsoft.com/moresales/resources – or book a place on one of our free Workshops at www.prospectsoft.com/events

Activity 4: Iterate

If you could get it right first time you would already have done so, and if your industry was easy you would suffer from too much competition. So results come with hard work... not only do we need to consolidate, innovate and analyse, but we need to do it time and again until we get it right.

Iteration is an important step towards maximising your leads conversion rate. It involves continuously trying new ideas, fine-tuning what works, and trying and applying it again and again.

“If at first you don’t succeed... pretend you never tried.”

Bart Simpson (on how NOT to become great)

Don’t expect to succeed every time you innovate. Take failure in your stride and learn some lessons for the future. Successful companies see failure not only as an option but as a given. Successful companies take risks in order to be different and find the winning formula. Stable companies just make sure they can afford to fail, will get the chance to try again and make sure their successes are bigger than their failures.

Looking to maximise your leads conversion rate? Why not book a free place on one of our Business Growth Workshops now?
www.prospectsoft.com/events

“Practice makes perfect...
Practice makes permanent.”

Dale Midgley

“To succeed, always try
just one more time.”

Thomas A. Edison

One thing can be guaranteed, even if you have found great success, resting on your laurels will be a welcome invitation to your competitors.

For an outstanding performance, try and walk the extra mile, push for that small bit of extra effort that will make you stand out from your competitors, impress your customers and give your whole team a fantastic sense of pride.

“Ever tried. Ever failed.
No matter. Try Again.
Fail again. Fail better.”

Samuel Beckett

Activity 5: Orchestrate

Accelerate consistency... Accelerate sales

Succeeding once is expensive. It takes lots of investment and the pay-off may be small. Succeeding time and again is much more profitable.

One of the key attributes of world-class athletes is consistency; the ability to perform at a highest level of their skill in every situation, master this skill, break it down into sections, note the finer and finer distinctions, understand the winning skill from upside down and learn to apply it in every game, in every situation, repeatedly.

Planning and controlling, communicating and passing on, turning skills and forward play, crossing, closing down and defending, winning, or losing, but training again and again...

Curious Facts:

Bend it like Beckham

Beckham's spectacular ability to curve the football past the defenders and towards the goalpost, lies in the player's famous technique of applying the same kick principles in specific order to different game situations. This has proven to be the definitive winning formula for Beckham's free-kick, which he intensively practices over and over again.

**Really Bend It Like Beckham (2005)
Reviews**

Curious Facts:

Jonny Wilkinson's kicking ritual.

One of the key attributes of world-class athletes is consistency...

Have you seen Jonny Wilkinson play?

By following a specific series of steps, the same steps each time, he is able to get himself in a focused free-from-noise and pressure zone and perform at an outstanding level.

Theoretically, if we wish to replicate Jonny's consistency, we have to practice constantly (even on Christmas day apparently), modelling his style and specific movements.

**Adam Vile, Successful Coaching
Newsletter**

If you break down any sports technique into sections you will notice how close the game principles are to the world-of-business principles. It's all about consistency. In business, as in sport, to get to the definitive winning programme, takes a lot of effort, training, repetition and application of the winning moves.

Coach the team! Accelerate consistency... accelerate sales!!!

Every athlete works hard to deliver their results successfully and consistently. A coach's job is to make sure the whole team shares a common methodology for success. Consistency in business must be both a personal and a team goal. Every company has its stars, but the best results will come from a good team, not a great individual going it alone.

Activity 6: Automate

If you have tried collecting, never mind analysing all the data described in Activity 1 and Activity 3, you will know how much hard work it can be. If you then consider the need to iterate and repeat the analysis over and over again, then without some serious automation you could be in for some late nights!

There are hundreds of combinations of possible and useful methods of analysis that would enable business improvement and facilitate growth, but you can only do so much manually!

What would a manager be able to achieve with the piles of statistical data?

Is there enough time for long hours of analysis, every week?

Is consistency and accuracy achievable?

You may have successfully completed your [Sales Mapping](#) (see p.11) and even the time consuming manual [Customer Profiling](#) (see p.13). If you did try to routinely collect and analyse this data manually, you may actually reduce the success of your sales team. It is likely that they would spend so much time collecting information, which would force you to spend significant time on analysis, that nobody would have time to actually do much selling. Unfortunately, in this scenario, leads often go to waste simply because sales people do not have time to follow up on them.

This dilemma is difficult to resolve through traditional views of marketing and selling. Achieving the balance between selling time and data collection is an almost impossible decision. How much time spent analysing data is too much? How do you know when the sales process is being helped or hindered?

ProspectSoft's Business Growth Reports offer an insight into an innovative solution that views business activities as interrelated systems, allowing information flow and visibility through automation.



Take a look at the Sales Analysis - Excel spreadsheet samples (see Sales Analysis box) available at www.prospectsoft.com/moresales/resources for a selection of ideas on some of the variety of sales aspects and activities you could analyse and reflect on.

Using an automated solution isn't just about faster more accurate analysis. An automated solution is about business processes defined, analysed and improved.

Automation Solutions

In an ever more competitive environment, companies large and small, are turning to CRM software to make this data collection and analysis possible. Not every company is ready for CRM, but ultimately the inability to analyse such volumes of data in many different ways will begin to hold back the innovation of those who rely on manual analysis. If your competition has already embraced automation, then they have the competitive edge.

As mentioned in the previous [Special Report Boosting Lead Generation](#), not only should you be able to analyse response rates, but with an integrated CRM solution you will be able to analyse right through to sales lead close rates and the whole sales process. An automated system will provide you with more accurate data, enabling rapid analysis and instant conversion of data into information. In fact, a good automated CRM system supports the whole sales process - from planning and creating to-do lists, following up leads accurately and easily, to sharing information between any member of the sales team, resulting in mobility, visibility and improved performance.

However, the proper approach does not necessarily start with software. It starts with consolidation, and builds on the results and limitless opportunities provided by a professionally managed sales process using an automated system.

Curious Facts:

CRM & Wal-Mart

In recent research using an automated CRM service, Wal-Mart revealed that young American males who buy nappies on Friday afternoon have a predisposition to buy beer.

The Marketer 2006

What could you find out about your customer trends?

Automate Your Success

It may be that ProspectSoft™ CRM is not the right solution for you, but we would love the chance to find out. Why not book a consultation? If you would like to find out how CRM can help grow your turnover and profitability, visit www.prospectsoft.com/consultation or call +44 (0) 1494 895555 today to book a free consultation with one of our experts.

Conclusion

In this report, 'More Sales, More Profit', we have looked at the 6 key activities that guarantee success:

Consolidate!

Good selling depends on good planning! Plan your sales success.

Innovate!

Be clever and creative; work smarter not harder.

Analyse!

Find out if the changes you instigate actually work. Pinpoint areas to improve.

Iterate!

Try, try and try again, until you find the winning formula.

Orchestrate!

Share the benefits of this success with the whole company.

Automate!

Standardise your sales process, improve data collection, analyse faster and in more detail.



There is a lot of work to be done, and it will never end – there will always be the opportunity to go a stage further and do a little better. Our customers will change, our team will change, and our market will change. Opportunities will abound and those of us that are ready will reap the rewards.

ProspectSoft™ CRM is the ultimate CRM system for generating business growth.

To discover how ProspectSoft™ can help your business grow visit **www.prospectsoft.com** or call us on **+44 (0)1494 895555** to book a free consultation.

Final Thoughts from the Editor

This Report includes information and techniques for improving your sales and making more profit. These ideas have proven to be highly successful for many businesses of many different sizes. For some the changes have been profound, for others just another step on the road to perfection. But whatever scale of improvement you are looking for, remember that you must take action and you must change something.

I hope that you have found this report useful and stimulating. If you would like to find out more about how we are helping businesses all over the world, then why not come along to one of our many [Business Growth Workshops](#). If you think there is more we could do for you or other businesses like yours, or if you have any suggestions about this or future reports, please email us at feedback@prospectsoft.com.

This second report 'More Sales, More Profit' sits between **Part 1 - 'Boosting Lead Generation'** and **Part 3 - 'Locking Your Customers in For Life'**. If you have not read the first report, it is still available from www.prospectsoft.com/moreleads. Part 3 of our Report Series shares the secrets of keeping customers, and keeping them spending. To download your copy of this report, visit www.prospectsoft.com/clientretention. If you would like to find out more about our Special Report series, please contact us on **+44 (0) 1494 895555**, or drop us an email at: enquiries@prospectsoft.com. Alternately, why not book a place on one of our **FREE Business Growth Workshops** by visiting www.prospectsoft.com/events.

If you would like to find out more about how ProspectSoft™ has helped other businesses achieve remarkable results, please visit www.prospectsoft.com/customers

We look forward to hearing from you.

David Hunter
Report Editor
ProspectSoft™ Ltd

What Next?

'Locking Your Customers in For Life'

Part 3 of the report series will help you get the most from your new customers, by looking in detail at developing customer value over the long term. To download this report, please visit www.prospectsoft.com/clientretention

Recommended Reading

There is a wealth of knowledge out there. If you have a thirst for analysing and innovating what you do, make sure you take a look at some of these other resources.

1. CIM (2006) The Marketer Magazine June edition
2. Larry Wilson (2001) The One Minute Sales Person, Avon Books
3. Neil Rackham (1996) Spin Selling
4. Neil Rackham (1996) Spin Selling Fieldbook
5. ProspectSoft™ (2006) Boosting Lead Generation Special Report
www.prospectsoft.com/moreleads
6. ProspectSoft™ (2006) Sales Accreditation Training Course
7. PTI International (2006) Sales Academy
8. Sales Performance (2006)
www.salesperformance.com
9. Seth Godin (2005) The Big Moo

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