



DEVELOP A HIGHLY EFFECTIVE SALES GAME PLAN

Getting Organized Around Priorities!

Presented by: Lisa Peskin



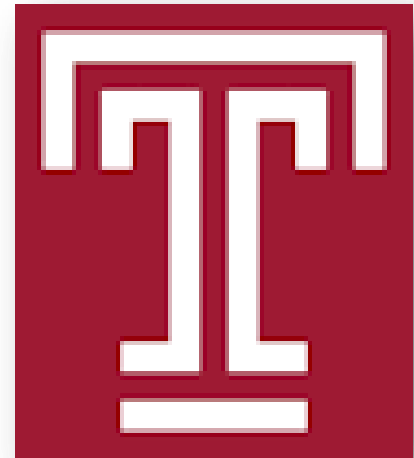
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A little about me...



IN THE BUSINESS OF YOUR SUCCESSSM



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Making the Most...

- Take notes
- Participate
- Ask questions
- Be open-minded
- Common sense
- Stop, start and continue



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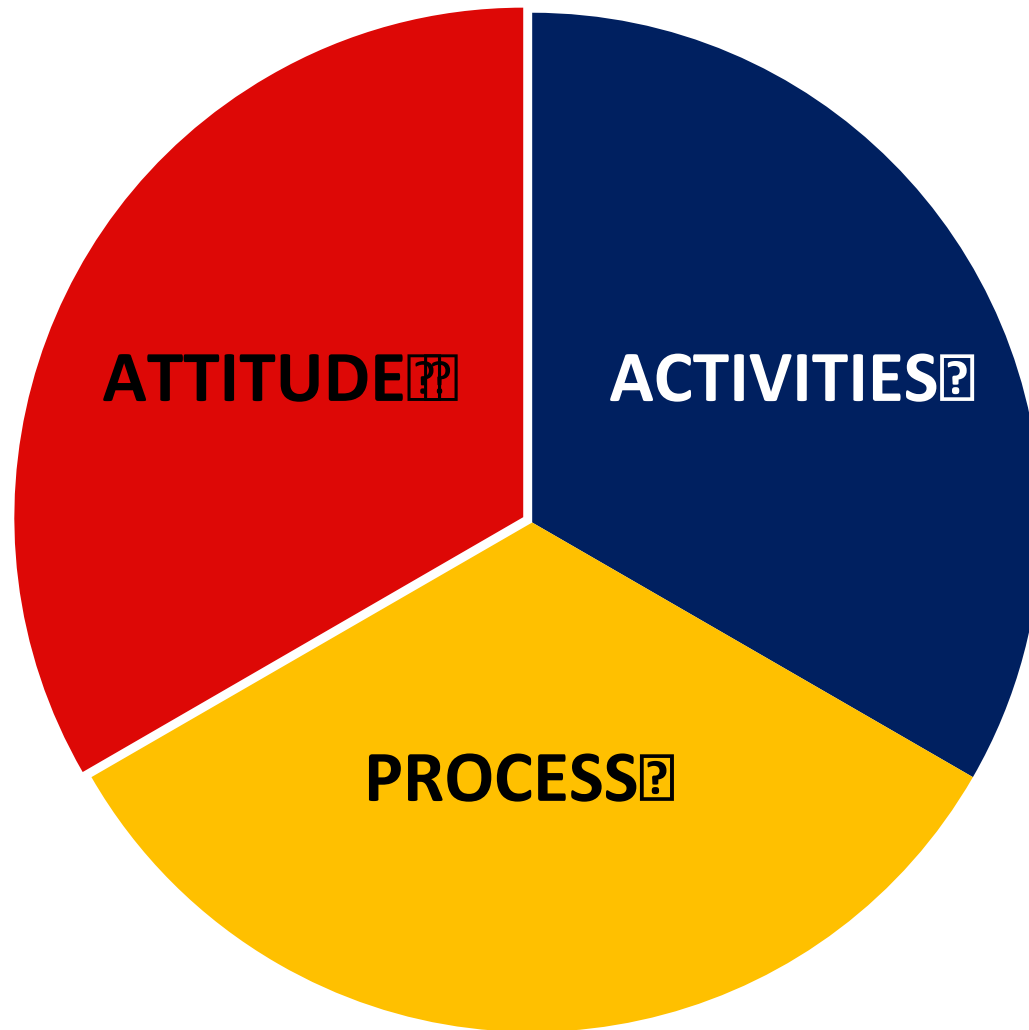
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How many?



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Which would you choose?



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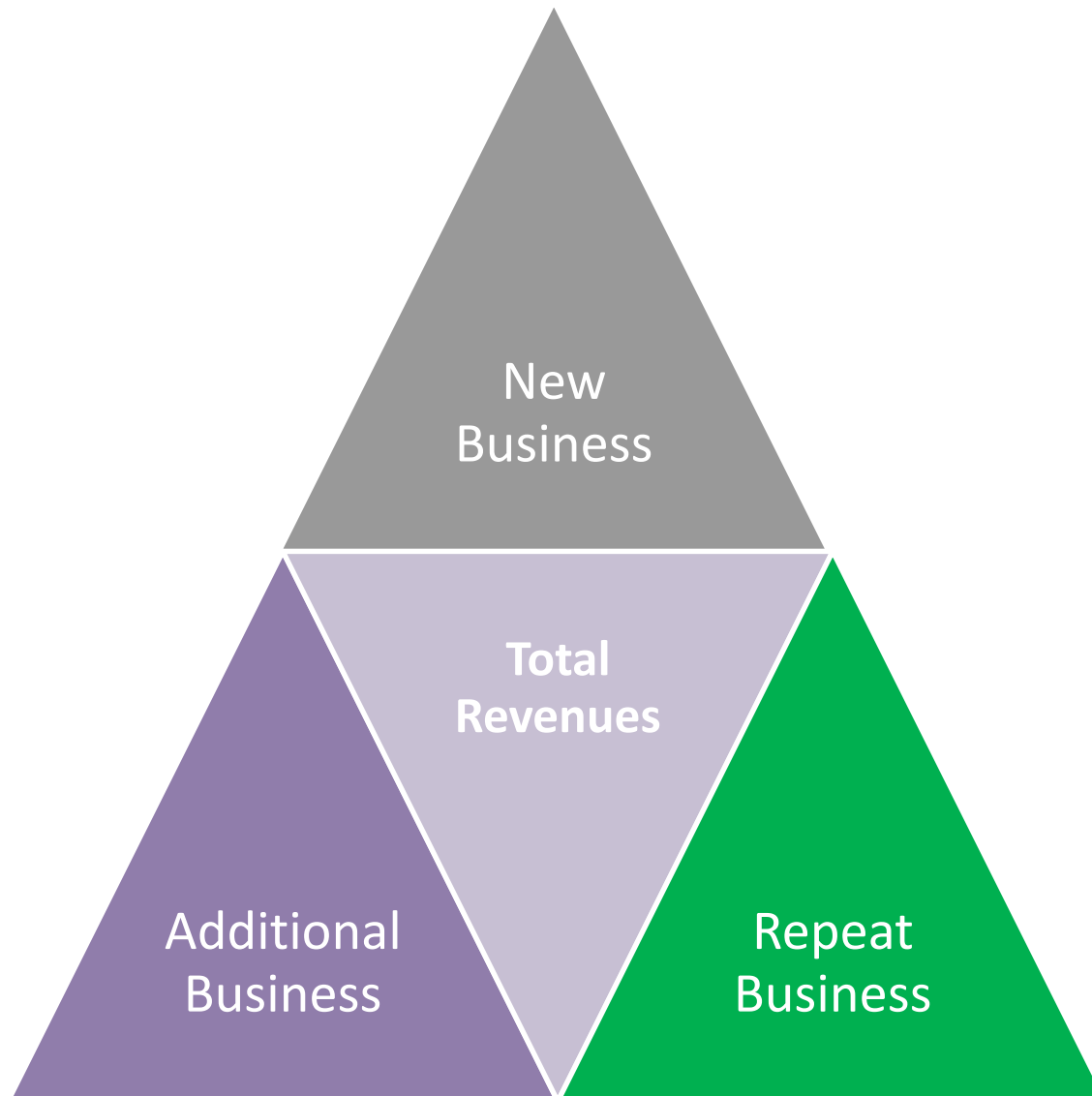
“If you fail to
plan, you
plan to fail.”

Harvey McCay



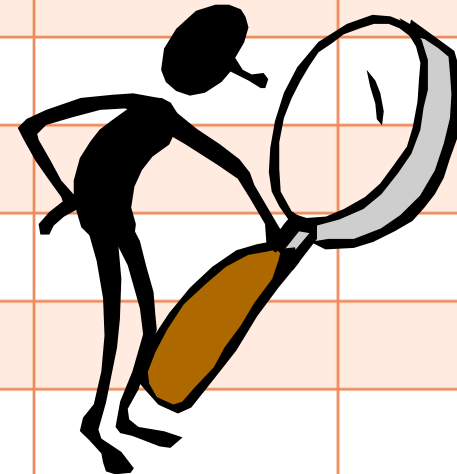
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Business Breakdown

	2010	2011	2012	2013
Repeat business				
Additional business				
New Clients				
Total Clients				
Total Revenue				
Average Revenue per client				



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Additional Business



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What is the key to maximizing success?



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Consistently Fill Sales Funnel



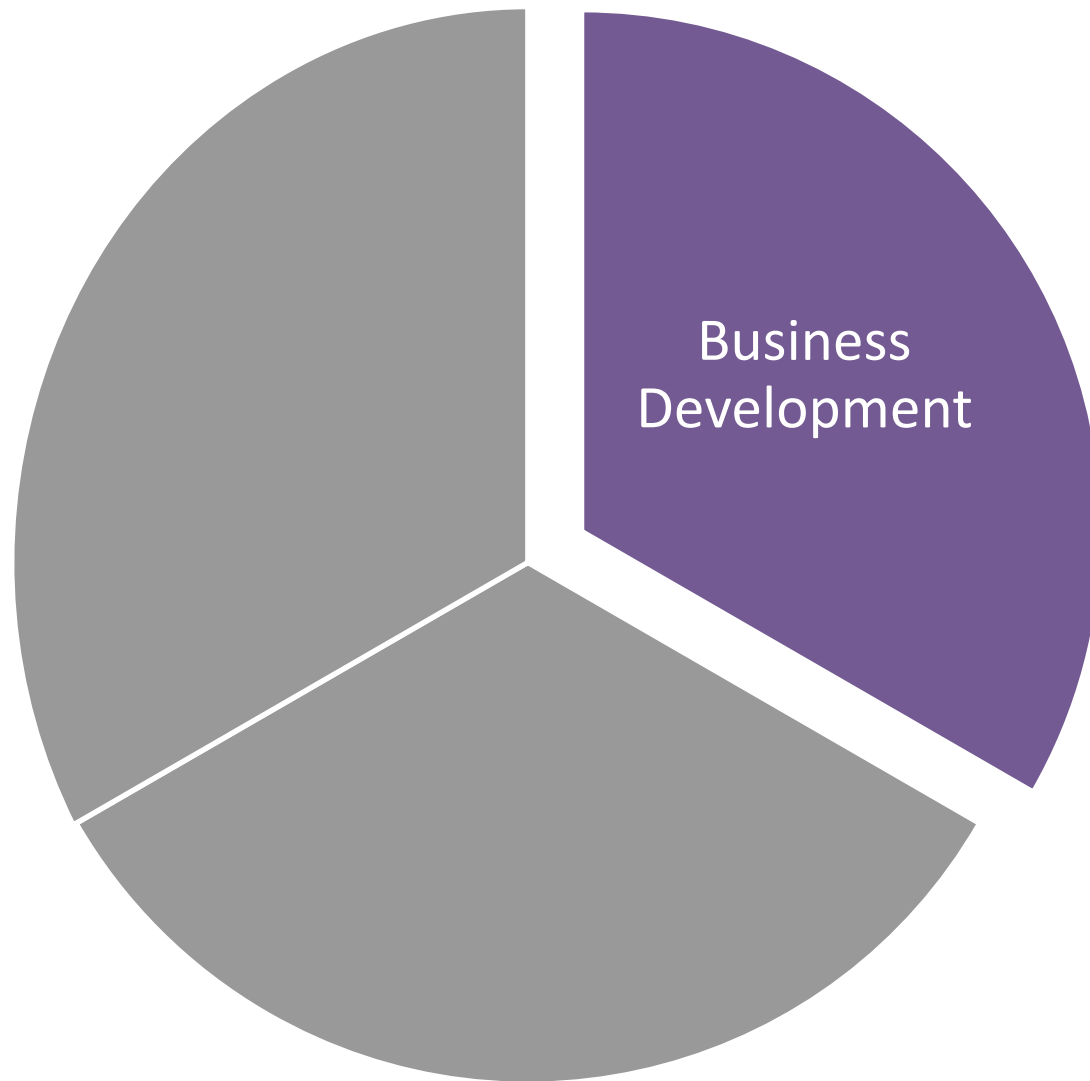
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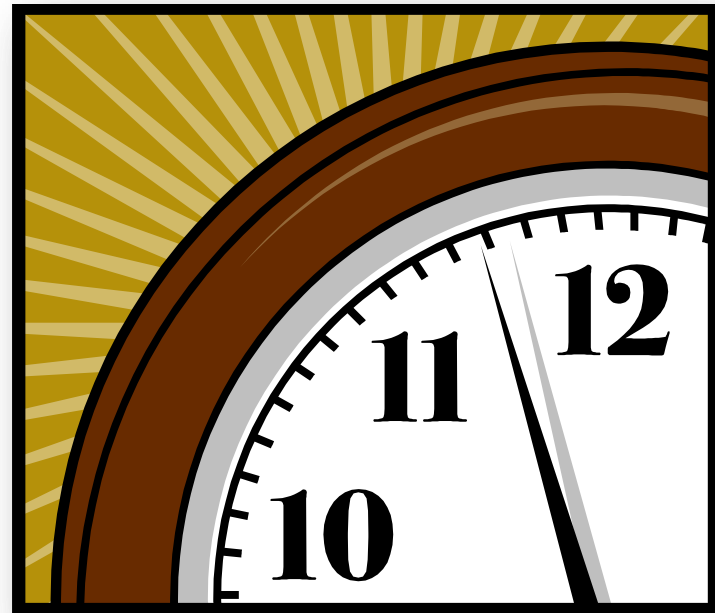
**A rich
pipeline
makes
you a lion**



**A poor
pipeline
makes you a
coward**



Golden Hours



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$$A \times B = C$$

Step 1:

A - # of hours you work each week

B - # of weeks worked per year

C - # of hours worked per year



Example: Lisa works 50 hours per week, 50 weeks per year (2 weeks vacation)

$$\underline{50 \times 50 = 2500 \text{ hours per year}}$$

$$A \times B = C$$



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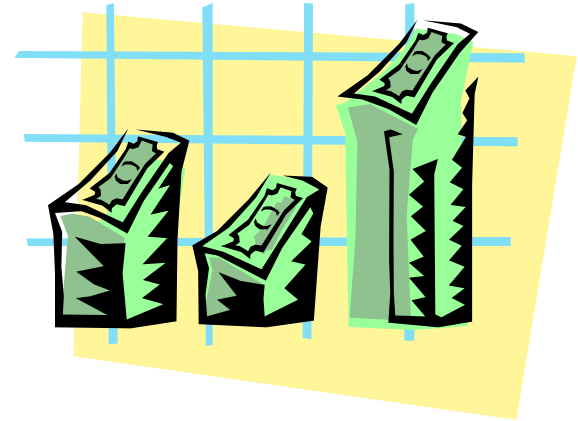
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Step 2:

Your desired yearly income \div C

Example:

$$\frac{\$100,000. \text{ (per year)}}{2500 \text{ (hours per year)}} = \$40.00 \text{ Per Hour}$$



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Source of Business Analysis

Company	Phone Canvassing	Marketing Efforts	Client referrals	Referrals from Strategic Alliances

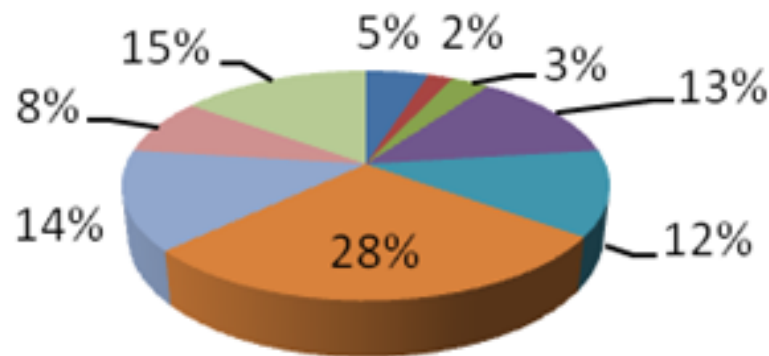


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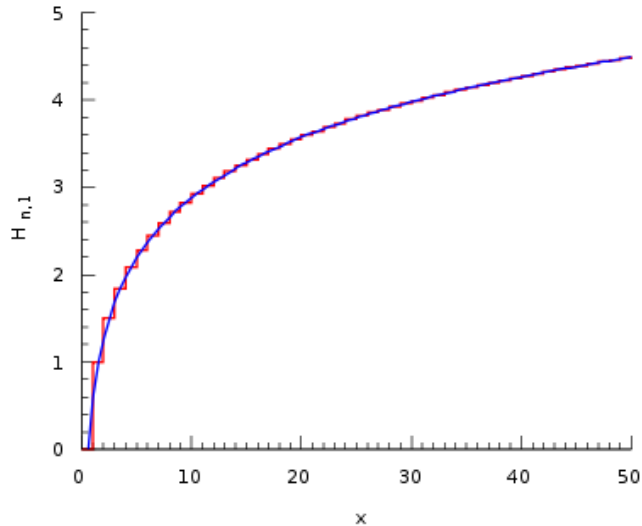
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Sample Pie Chart

- Email Campaign
- Chambers of Commerce
- Unsolicited Client Referrals
- Strategic Referrals
- Other Warm Introductions
- Direct Mail Campaign
- Networking/Active Prospecting
- Solicited Client Referrals
- LinkedIn Introductions



Metrics



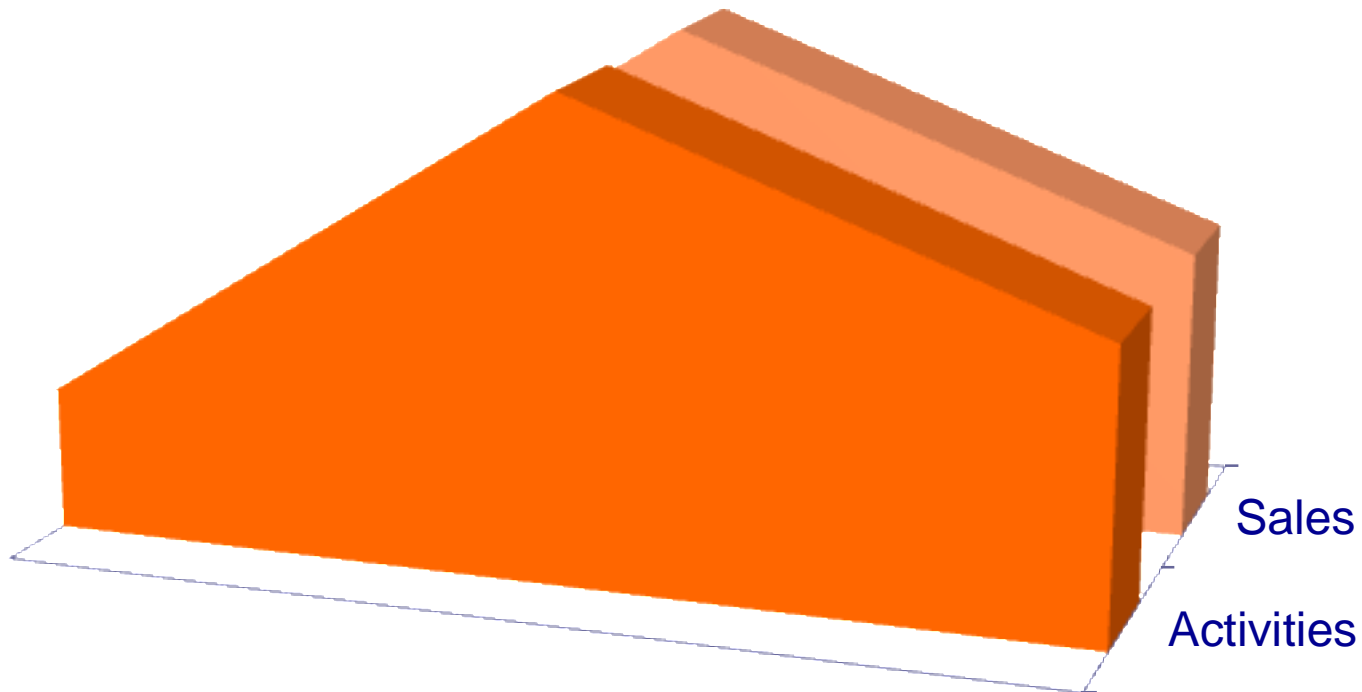
You must
know your
numbers!



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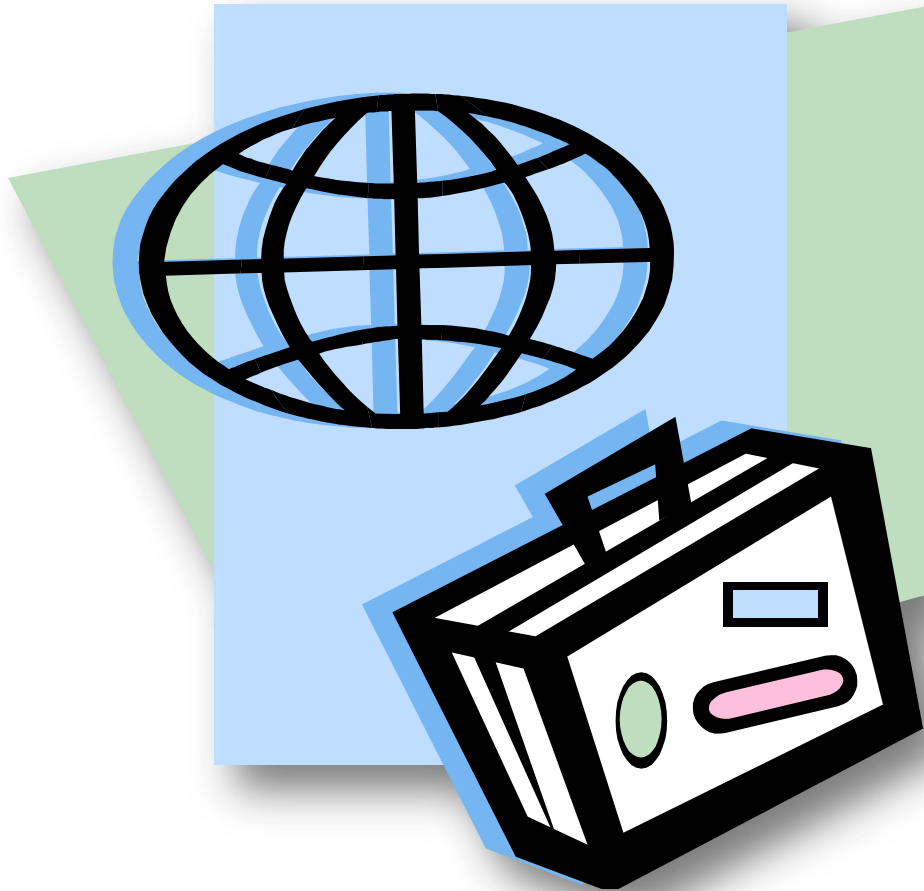
Direct Correlation



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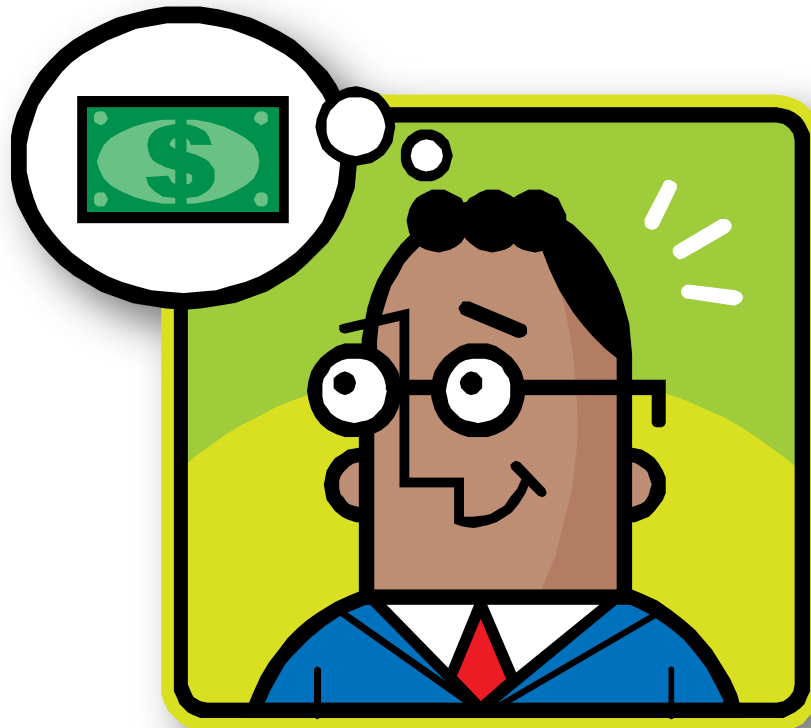
3 Month Vacation



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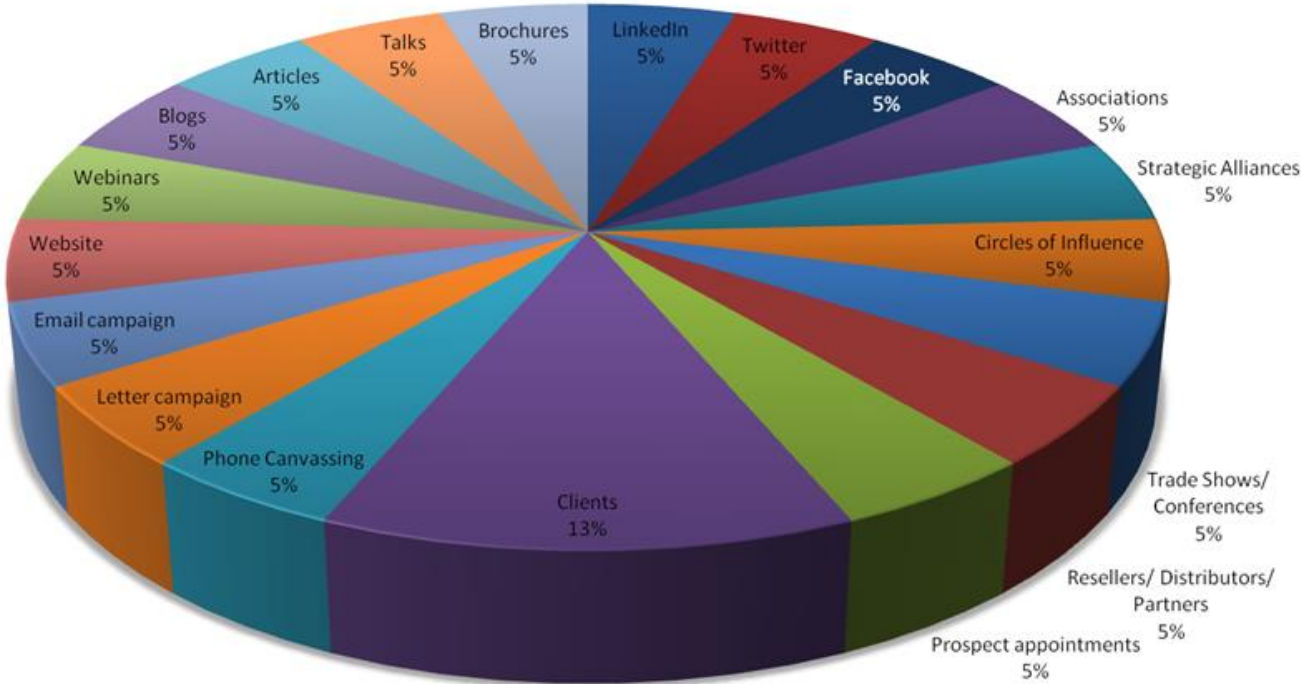
\$300



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BUSINESS DEVELOPMENT PLAN



S.M.A.R.T. Goals

Specific

Number or %

Measurable

Not just the end result, but the steps that get you there

Attainable

Given the internal and external circumstances

Realistic

Can it be done? Are there too many conflicts?

Timed

By when?



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Planning and Scheduling

Goal:			
Activity	#	Frequency	Time Commitment



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Effective Time Allocation

ACTIVITY	# HOURS
CLIENT MEETINGS	
PROSPECT MEETINGS	
PROSPECTING	
NETWORKING EVENTS	
NETWORKING MEETINGS	
PROSPECTING ON THE PHONE	
SOCIAL NETWORKING	
DRIVING	



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Activities	Goal/ Week	Goal/ Day	Actual Monday	Actual Tuesday	Actual Wednesday	Actual Thursday	Actual Friday



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Prioritize Properly

- Prioritize tasks daily, weekly, monthly
- Understand priorities
- Three categories
- Times Activated priorities
- Take advantage of technology



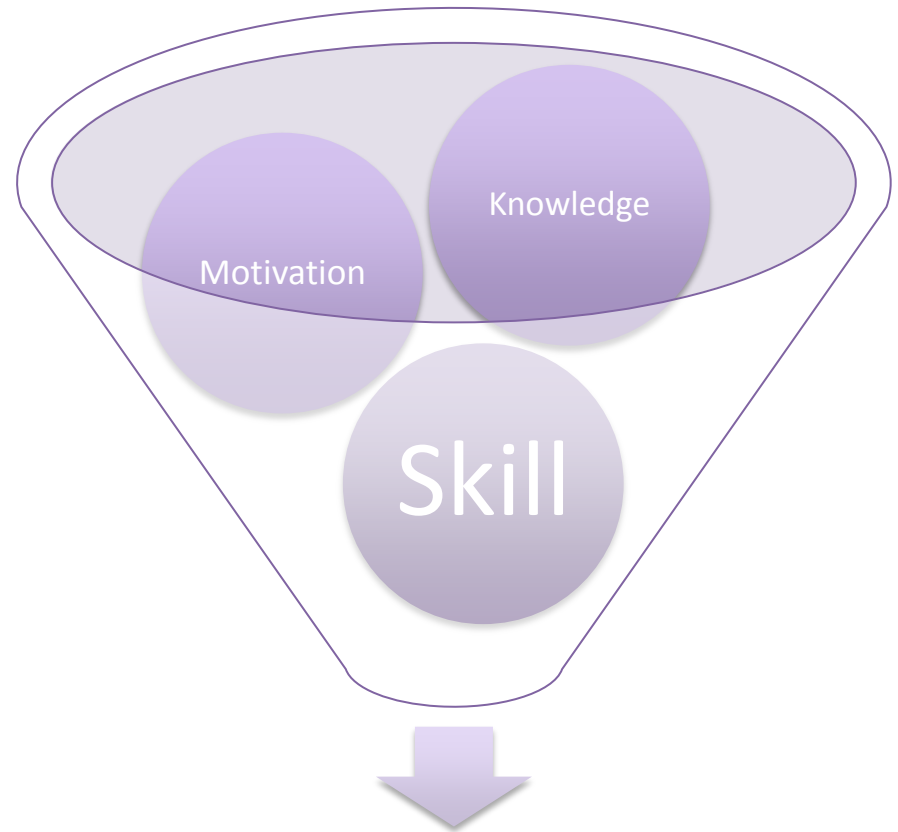
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Motivation - *Do you want to do it?*

Knowledge – *Do you know what to do?*

Skill – *Do you know how to do it?*



Effective Time Management



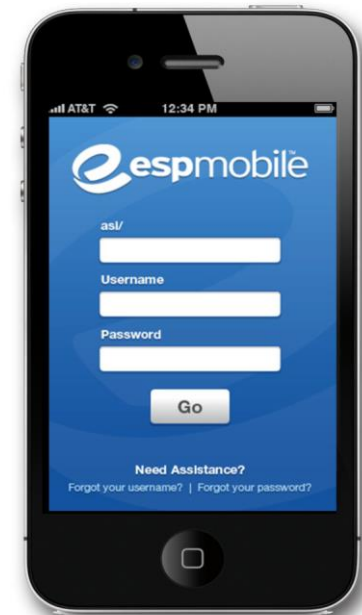
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Verdana Headline 34 pts

Example with right image:

- Use high-quality graphics
- Keep it simple
- Limit bullet points and text
- Use the proper font for text (Verdana)



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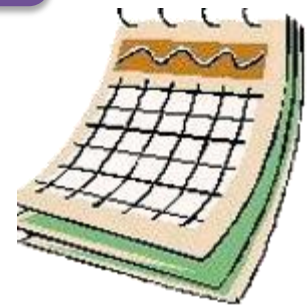


- Simplify
- Eliminate
- Delegate
- Outsource



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Lump of Clay



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Your Opportunity Starts NOW!



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Stop/ Start/ Continue



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Sharing is Caring



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