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- Commandment 1** GET FOCUSED
Carefully identify your target market and identify target customers
Organise and focus around your target markets/customers
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- Commandment 2** EXPLOIT THE POTENTIAL OF YOUR EXISTING CUSTOMER BASE
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- Commandment 3** BUILD ENOUGH PIPELINE TO REMOVE RISK
Continually drive targeted lead generation
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- Commandment 4** BUILD A WORLD-CLASS SALES TEAM
Have professional sales management
Have a quota carrying sales team
Have quarterly commission plans
Sales rep pay should be 50% basic, 50% commission
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- Commandment 5** IMPLEMENT A SALES PROCESS
Have a forecasting system
Review the forecast weekly
Have a qualification process
Have a campaign review process
Have a steps to close review process
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- Commandment 6** MEASURE AND REVIEW THE BUSINESS RUTHLESSLY
Monitor overall company sales metrics for this quarter and future quarters
Monitor past and future sales metrics for individual sales reps
Fire and replace non-contributing reps quickly
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- Commandment 7** IMPLEMENT QUALITY THROUGHOUT SALES PROCESS
Be highly professional and rehearse for all meetings, demos, presentations
Manage all PoC's as the most important projects in the company
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- Commandment 8** SELL BUSINESS VALUE NOT FEATURES
Understand the business impact and ROI of your solutions
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- Commandment 9** KNOW YOUR COMPETITION
Understand all your competition in detail and how to beat them
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- Commandment 10** PARTNER EFFICIENTLY
Be customer driven with partnering
Choose channels carefully and manage them closely