



The sales improvement people

KoruConcepts™

Ten Ways To Improve Sales Performance –
Make a New Year's Sales Resolution

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New Year's Sales Resolutions for 2008

Here are just a few new year's resolutions that you might want to consider to help your sales people. Just pick one or two and follow them through. They will help your sales people and your business to succeed.

1. Have action focused account plans for all major customers
2. Spend a minimum of 30% of my time with customers
3. Have a simple, motivating sales incentive scheme
4. Reduce the amount of time spent by sales people on non sales activities
5. Help my sales people get their next order rather than asking them when it will happen
6. Treat sales as an investment, not a cost
7. Ask for referrals from my satisfied customers (and from my suppliers)
8. Remove the word "Price" from all my customer facing materials, and talk only about value
9. Generate 10 new case studies
10. Communicate regularly with all my customers

Here are a couple of new year's quotations:

"An optimist stays up until midnight to see the new year in. A pessimist stays up to make sure the old year leaves" ~ Bill Vaughan

"Cheers to a New Year and another chance for us to get it right"
~ Oprah Winfrey