

PRESENT

SOS

**20 WAYS TO BUILD
A HIGH PROFIT
SALES PIPELINE**

**More Profitable Sales. More Sustainably.
In Less Time.**

Every smart sales leader knows revenue is vanity and profit is sanity.

When it comes to profitability Pareto's Law helps us understand profit leadership. Pareto's Law (otherwise known as the 80/20 rule) states that 20% of sales will make 80% of the profits.

When you do the things successful Sales Leaders do, you, in turn, become more successful.

- Quality Thinking is critical.
- Decisiveness is the No.1 leadership trait
- Learning is a core value
- Stop Bad Habits
- Start Good Habits

Here are 20 actionable ways you can build a high-profit sales pipeline.

1) DEVELOP YOUR PURPOSE.

What is your why? Why do you exist? How do you serve and impact your customers? Why are you here? When you create a sales culture that centres around a strong sense of purpose, you transform sales team engagement. And high-profit sales results.

2) DEFINE YOUR CORE VALUES?

Your core values will be a set of principles that define how you will lead your organisation. But your true values only surface under pressure. For example, do you value profitable sales deals, only to offer end of month discounts in order to "hit the numbers".

Select 5 Core Values and define what a 10 out of 10 looks like in the "real-world of sales". And hold your team accountable to those.

3) CREATE AN EMPOWERING VISION

Answer these key questions. "What business are you in"?. What do your products and services do for your customers? How do you make their lives better? What is the "Why" you address for your customers?

For example, Ryanair, now the largest airline in Europe do not define themselves any more as an airline. They see

themselves as being in the retail business. It has resulted in a completely different strategic approach.

It has enabled them to leverage their massive customer base and offer them value across a range of products. Not just flights.

4) BE 100% CLEAR ON YOUR SWEET SPOT CLIENT?

It is the primary building block to your high-profit sales success. Who should your customer be? What changes should you be making to acquire more Sweet Spot Clients?

5) DEVELOP YOUR COMPETITIVE SALES ADVANTAGE.

Recent research on Fortune 500 organisations highlighted their number one focus area to boost competitive advantage. Customer Experience.

We are champions of SCX or Sales Customer Experience. Your customers want a B2C experience when they buy B2B. They are used to self-service, highly responsive organisations. You must have a competitive sales advantage. What should your competitive sales advantage be? What could it be?. Faster, more responsive, easier to deal with, more customer-centric?

6) DEVELOP YOUR LONG-TERM STRATEGY FOR GROWTH.

What core competencies will you need to become sales leaders in your industry? How will you leverage technology? How digital-centric will you be?

Be clear on your sales goals. Move from short-term reactivity to long-term pro-activity. How will you break sales goals into priorities and plans?

7) FOCUS ON HIGH-PROFIT AREAS FOR GROWTH.

Analyse your product or service sales and trends. What are the numbers telling you? Are there high-growth products or services? Do they offer future sustainable growth potential? Are there high-profit potential hotspots?

8) DEVELOP AN 80/20 MINDSET?

The 80/20 rule should dominate your thinking. 20% of your accounts generate 80% of your profits. Have you identified the most profitable accounts? 20% of your products produce 80% of

your profits.

9) PHASE OUT LOWER-PROFIT PRODUCTS AND SERVICES OVER TIME.

Are you identifying low-profit, low-volume products and services and replacing them with new high-profit alternatives?

10) SET CLEAR PROFIT TARGETS FOR YOUR ORGANISATION AND SALES TEAM.

What gets measured grows. And what gets measured and report grows exponentially. Set clear accountabilities for profitable sales growth. Agree on deadlines. Set agreed on standards of sales and profit performance. Schedule regular reviews.

11) SALES LEADERS SPEND 60% OF YOUR TIME COACHING YOUR TEAM.

As a sales leader, your highest value time is spent coaching your sales team. Help them learn how high-profit selling can benefit them, the team and the organisation. Help them grow personally, and they help your organisation grow profitably. Meet

weekly. Focus on eliminating bottlenecks to effective communication.

12) TALK SALES GROWTH DAILY.

Think and talk about sales growth and customers all of the time. Repetition is the mother of all sales skill. Focus your sales team on high-profit sales growth. And embed world-class high-profit selling habits. Create an expectation of excellence.

13) APPOINT KEY SALES LEADERSHIP POSITIONS CAREFULLY.

Select sales leaders who generate results through people. Who are future-oriented, goal-oriented and action-oriented. Sales Leaders should be decisive, direct and incisive. They are learners and coaches. Remember the bottleneck is always at the top of the bottle. Your Sales Leadership quality will directly impact your ability to generate high-profit sales.

14) HIRE THE BEST PEOPLE AT ALL LEVELS.

95% of your sales problems will come from appointing the wrong people. Have an intense interview process. Hire slowly. And develop a simple, clear induction process. The days of handing over the car keys, record cards and saying "off you go, now hit those numbers" are dead.

15) MAKE IT MANDATORY FOR SALES LEADERS TO DEVELOP AND COACH THEIR TEAM MEMBERS.

Develop a simple performance management system that reinforces best practice. Ensure your line managers become coaches and NOT Chief Problem Solvers. Measure the time spent coaching sales team members. Set goals. Hold Sales Leaders accountable for the coaching time goals.

16) ENCOURAGE ZONE

ZONE is the Zone of Naked Expression. It is an environment where we strive to eliminate the negative ZONE (Zone of Neutral Expression). Neutral Expression is polite and non-challenging. And ultimately destructive.

Naked Expression encourages truth. Deep insights and constructive challenge lead to better decisions.

17) COMMIT TO REMOVING NON-SELLING ACTIVITIES

If the average salesperson is spending less than 35% of their time selling. You have a massive incentive to transform sales productivity and results.

The average revenue per employee in an SME is €100,000. The average in a large company is €300,000. By employing new technologies or removing unnecessary administration. You free up more time for high-profit selling.

18) FOCUS ON COST CONTROL.

Eliminate waste. Challenge every expenditure and the logic behind spending it. Be alert to new ways, technologies and processes that enable savings. Analyse your Sales Processes and ask yourself "is there a simpler, faster or better way to do this"? And

do it.

19) BUILD STRATEGIC ALLIANCES.

No billion-dollar organisation has reached that milestone without forming strategic alliances. Who can you align with that is non-competing? A partner that can help you generate more high-profit sales opportunities. And where you can reciprocate?

20) HOLD MONTHLY SALES PIPELINE AUDITS

The monthly sales audit is a deep-dive. In it, you get into the detail. It is an opportunity to assess trends in the sales pipeline. Review your sales forecasts. Ensure that your Sales Process and Sales Pipeline Management Processes are working. And analyse the sales improvement goals. And ensure you have enough high-profit sales opportunities in the funnel.

**LEARN MORE ON HOW TO GENERATE
MORE PROFITABLE SALES.
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www.insthinktive.com



Ronan Kilroy

Call Ronan on +353(86) 7732201

Email Ronan coachronan@insthinktive.com

Insthinktive Sales Leadership Ltd. | Blanchardstown, | Dublin 15, |
Office 01 8220523

www.insthinktive.com

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