



Sales Coaching
By
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Purpose: “The What?”

- ✓ Targeting the right audience
- ✓ Creating a sales process
- ✓ Customer Relationship Management
- ✓ and many more...

All leading to increasing **REVENUE!**

Let's explore...

The Concept:

Exploring the infinite possibilities of selling; which means, we make systems for tapping the sales that otherwise get ignored or lost.

Let Me Explain!

Example Sales Scenario: 80% cases

Identified Target Audience	= 10,000
Inbound Calls Recieved	= 5 calls per day
Per month (20WorkDays)	= 100 calls (Leads)/month
Average Product Value	= INR 10,000
Converted Leads (@10% conversion)	= 10 deals/month
Revenue	= 1,00,000

GAIN = INR 1,00,000

Furthermore...

UNSEEN LOSS = INR 9,00,000

If we cut 50% out of this, then = INR 4,50,000

“Just because it did not realise, it doesn't mean you never had an opportunity”

Conversion on an average is 10% best, which means 1 out of 10 deals, so 9 gets wasted because of poor followups or people just **IGNORE** or **FORGET**, and eventually when they remember it is too late.

So Infisel helps the sales team to develop a system using either s/w or spreadsheets to track each and every lead until it is **CLOSED SUCCESSFULLY** or declared lost after all efforts (which will feed the R&D team for optimizing the quality)

80% of businesses face this challenge but put the blame on season, economy, luck, planets!

The Process: The HOW?...

It all starts with a Thought Process Conditioning Session, you get to know the following;

1. Understand a job, how we make money, the tradeoffs?
2. Understand about mind and thought process
3. Understand about thought process; how to make or break habits
4. Understand the importance of teamwork.
5. Understand the importance of goal setting, dreams, visualizing the dreams, writing it down.
6. Understand the major disciplines followed by successful people.

After TPC session, we get into Sales Coaching and cover...

...the following

LEAD LEVEL: Targeting Right Audience
List building
Lead nurturing
Categorizing A/B/C
Prioritizing H/W/C

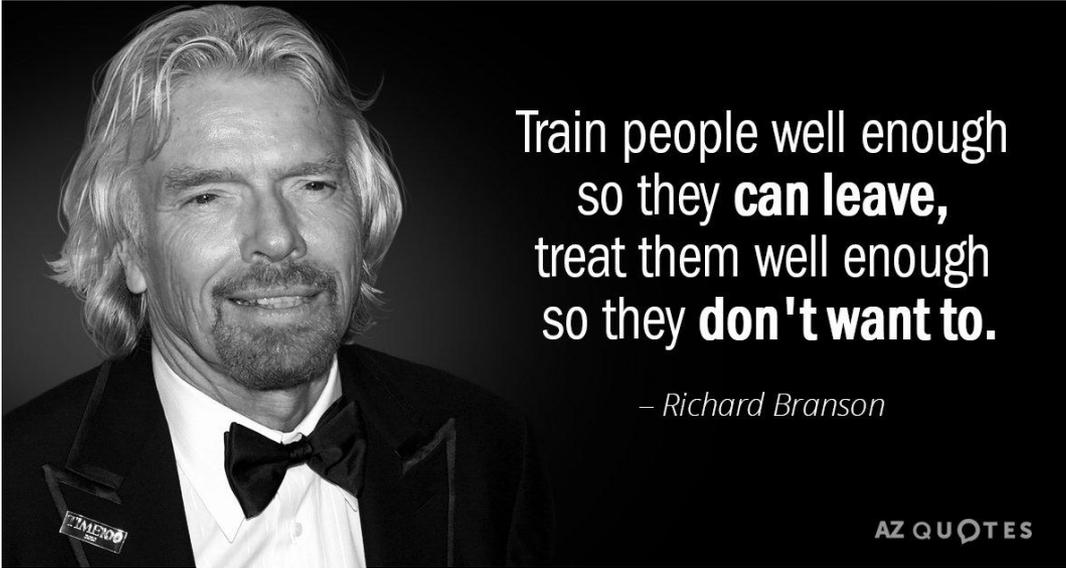
DEAL LEVEL: First Pitch/Presentation (Product **Feature/Benefit/Advantage**)
Demo/Trial
Quote/Proposal
Negotiation
Purchase
Closed Won/Lost

- ✓ Customer interaction/followup notes & tasks to be recorded regularly
- ✓ Reportings need to be streamlined - Daily/Weekly/Monthly
- ✓ Payment collection need to be streamlined - Erasing “Emotions”

If salespeople understand “**HOW TO**” do the the above activities, **THEY WIN!**

The Result: The “WHY?”

- ✓ Salespeople get to know the What, How, and Why of sales process and we help implement them.
- ✓ They understand there is no shortcut and they need to work HARD and SMART
- ✓ Salespeople become “consultants” becomes kind of “assistant buyers” to their clients; they assist, don't push the product or service on clients.
- ✓ Salespeople are able to negotiate, handle the unhappy client, unwanted arguments; focus will be on treating the customer like KINGS/QUEENS.
- ✓ People seldom leave their job if they are passionate and happily working.
- ✓ Finally, happy salespeople generate happy customers which will obviously lead to SUCCESS and GROWTH of an organization.



Train people well enough
so they **can leave**,
treat them well enough
so they **don't want to**.

– Richard Branson

AZ QUOTES



“Clients do not
come first.
Employees come
first.
If you take care of
your employees ,
they will take care
of the clients.”

Richard Branson

Infisel Services

Following are the services:

- ✓ Sales/Marketing Consulting
- ✓ One-time sales training
- ✓ Continuous sales coaching
- ✓ Digital marketing (FB lead ads)
- ✓ Web designing, logos, brochures, flyers
- ✓ Social media marketing
- ✓ Financial advisory
- ✓ Business consulting/strategies/Advisory

Thank You

