



*Providing experienced Interim Management, Fractional/Part Time Management, Project Management and Advisory Services  
WHEN you need them – WHERE you need them!*

---

## **S**kills of our Sales Team

### **A**ttitude of our Organization

### **L**everaging our Strengths

### **E**fficiency/Effectiveness in Selling

### **S**trategy of our Business Model

#### **Developing Best Selling Practices**

Establishing and following "Best Selling Practices" are critical to the success of an organization. In developing and managing sales teams, we have found that certain "Best Practices" evolve resulting in successful sales efforts. This is a guide to establishing these Best Selling Practices and it can be edited according to the situation.

The mission of the Sales or Business Development Representative is to sell (using the Best Selling Practices as established by your Company) products and services to new prospects and existing customers by identifying the needs of those organizations and then providing your Company's solutions to meet those needs.

Each Sales Representative should understand and follow all policies, systems, procedures and best practices as established by the Company.

**Best Selling Practices** have been developed by sales management and it is expected that each sales representative be familiar with and follow each practice as outlined in this document. These practices may be amended and added to from time to time.

1. **Product/Service Offering Knowledge:** The features, benefits and relative competitive standing in the market of current products and services must be understood and the sales person must be able to articulate this information, at least in summary fashion, to prospects and customers;
2. **Pricing Knowledge:** The current standard pricing and discount programs are to be understood and the process for quoting non-standard pricing must be understood;
3. **Work Hours:** The Company expects that the sales representatives are available to customers, prospects and Company staff during normal office work hours. It should be understood that the sales representative is tasked with achieving certain “Targeted” bookings and in order to do this, the sales representatives may need to work more than the “normal” office hours in order to meet or exceed the target;
4. **Travel:** The Company's products and services may be sold by (telephone, email or in person). The sales representative may be required to travel in order to attend meetings, trade shows or course locations to facilitate that selling. It is expected that the travel be planned and organized in an efficient and effective manner;
5. **Call Activity:** Sales success is related to prospecting and contact activity. The Company requires each sales person to accomplish an average of \_\_\_\_\_ “completed” contacts to prospective customers each day. A completed contact is one where there has been a conversation or email exchange with a prospect about their needs and what the Company offers;
6. **Contact Management System:** The Company currently uses the \_\_\_\_\_ (SalesForce, Internal, ACT, etc.) sales system. The sales system is designed to enable sales representatives to work either at the office, while traveling or at home to enable the most flexibility in “working” their contacts. The sales system information will be defined by management and is to be kept up to date at all times.
7. **Prospecting for New Business:** Each sales representative is expected to “prospect” for new business in addition to leads that may have been assigned to them.

8. **Targeted Bookings:** Monthly Targets for sales bookings are set for each sales representative. It is expected that these targets should be met or exceeded. Also, performance that is substantially less than Target is subject to review by management and will result in corrective action including the possibility of dismissal.
  9. **Weekly Pipeline Reporting:** Each sales representative is required to prepare a weekly **Pipeline Report** due to sales management (on a predetermined frequency Each pipeline report should be complete and reflective of sales activity on a customer by customer basis with a clear track as to the progress on each of the accounts. (Several automated methods may be used for this.)
  10. **Sales Orders Recorded:** The Company has (may have) an online sales order entry system that has been developed to enable the sales representative to input all sales orders when they are confirmed (signed). This system is to be kept current on a daily basis.
  11. **Strategic Account Development:** The sales representatives are expected to develop certain accounts into larger volume customers. Key accounts and key-account prospects are assigned to each sales representative and it is expected that each of those accounts receives a high degree of focus including: 1) regular call schedule; 2) face to face meetings together with company management; 3) researching and making contact with approximately 5 layers of buyers in each major account.
  12. **Training:** The sales representative is expected to stay current in terms of sales training provided by the Company or from other continuing education and development resources.
  13. **Compensation Programs:** The Company will develop and administer a Specific Compensation Program for the Sales representative. It is the responsibility of the Sales Representative to understand how the Compensation program reflects successful prospecting and closing of sales by the sales Representative.
- 



**Lawrence P. Howorth** is the President and Founder of HOWORTH International, LLC, ([www.HOWORTHLLC.com](http://www.HOWORTHLLC.com)) a multinational provider of Interim Management, Fractional/Part Time Management, Project Management and Advisory Services. With a global focus, HOWORTH International provides services across multiple industries in strategy, operations, finance, and business development.

**Contact us:**

8745 Gary Burns Drive, Ste 160-202, FRISCO, TX 75078; Tel: (562) 544-5300;  
SKYPE: HOWORTH; Email: [Lawrence@HOWORTHLLC.com](mailto:Lawrence@HOWORTHLLC.com)