

# 7 Tips to Better Sales

## 1. Developing Sales & Marketing strategies.

- What is your target market?
- How will you reach them?
- What is expected of your sales team (or person)
- Develop 12 mth marketing plan, trade shows, email campaigns

## 2. Sales Budget

- Involve the sales team in setting sales budget
- Include market fluctuations
- Monitor and communicate progress weekly

## 3. Sales Goals setting

- Sales process, how many calls, meeting (new and existing)
- Implement KPI's
- Understand the value (\$\$\$'s) of a client

## 4. Understand High Payoff Activities

- How is the sales teams time best spent
- Monitor and log activities over a week.

## 5. Why would someone do business with you?

- Discuss with the sales team "why"
- Develop a point of difference

## 6. Agree on what is required from your sales team

- Communicate regularly progress, 1 on 1 and as a team
- Discuss Wins and losses



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## 7. Reward success.

- Not necessarily money but recognition, certificate gifts,
- Keep it fluid, it can become an expectation rather than a reward

**Contact Garner Business Solutions today to find out how you can get more clients by linking the activities that sales people do every day to the business strategy.**

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## About Garry Guerin

Garry Guerin is the General Manager of Garner Business Solutions which focuses on improving business performance through people.

Previously Garry has held the position of National Sales and Operations Manager for Media Technology and has over 20 years' leadership experience working with SME business in the areas of sales, operations and general management. He has demonstrated success building business growth through sustainable business partnerships.

Garry is working with SME businesses to improve their total business performance by assisting them to identify areas for improvement with their people, processes and systems.

Garry is a HR Coach Network member – the largest HR Coaching Network in Australia established in 2000. Using proven tools exclusive to the HR Coach network, we focus on improving business performance through people.

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