

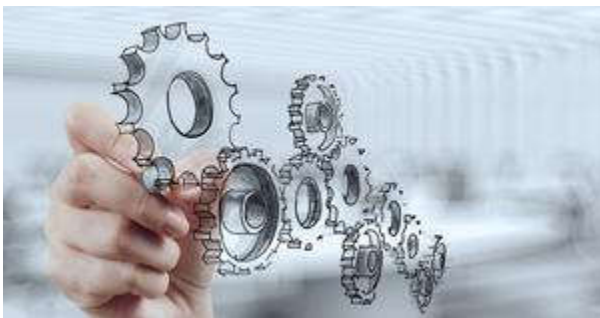
10-Step Sales System for Growth: Step 3

One of the value drivers that business owners find most difficult to improve is revenue growth. Unless your products and services are obsolete or not competitive, revenue growth is achievable. But it requires a well thought out plan, discipline, and hard work. This series of articles provides a step-by-step approach to grow your revenue and perhaps even surpass your sales goals.

Step 3: Your Sales Vision

Now that you have a clear picture of WHY you want to grow, and the economic model with your actual sales goals, it's time to create your sales vision.

Your sales vision should be written and communicated in a way that your employees can understand and get excited about it. They are going to take their cue from your lead. So, if you are consistently delivering the sales vision with passion, it's going to rub off.



Your Sales Vision should have at least 3 components:

1. actual sales goals with timelines (you might start with monthly goals for the next year, or share your 3-year plan depending on your situation)
2. how to achieve the sales goals
3. brief description about "the how" in #2

With your most trusted employees working together (off-site if need be), craft an extraordinary sales vision. At some point you can even share the story of

how it was created with others. Or, depending on the size of your company, you might even make it part of an all-company meeting with breakouts. Buy-in is critical for maximum effectiveness.

Here are a couple examples of a completed sales vision:

Example #1:

Our sales vision is to grow from \$4M to \$5M in the next year. We will do this by growing our customer base from 172 accounts to 200. We will achieve this by providing the fastest shipping times in our industry, hiring 2 new, outstanding salespeople in Q1, and marketing our services more heavily in Colorado and California. Our sales vision is \$6M in year 2 and \$7M in year 3.

Example #2:

Our sales vision for next year is to grow 50%, from \$10M to \$15M, primarily through the assimilation of our recent acquisition, T&D Inc. This will require exceptional planning, care, and communication with all of our employees and our top 30 customers, who generate 80% of our revenues. Our sales vision for years 2 and 3 is to grow an additional 12% each year, primarily through organic growth as we roll out new products to the tool and die markets.

Your sales vision should be referenced, in some way, in every meeting and in your all-company emails. Include the progress made toward the goals when appropriate. Print your sales vision, have employees sign off on their commitment to the goal, and post it where everyone can see it. [The reasons WHY you want to grow](#) will be used to remind yourself and motivate your staff to achieve the sales vision.

Start talking about what is important to employees: things like recognition, celebrations, training programs, and compensation, in the context of sales.

Your whole company will begin to understand that everyone is a part of driving or supporting sales, and it will be fun because you're making it fun.

In meetings and one-on-one meetings during a recent engagement, I regularly reminded employees that there was only one way to higher wages and

better benefits: achieving our sales goals. The message was well-received, and same store sales went up more than 10%. Employees did, in fact, understand that stronger sales could lead to higher wages, and, true to our word, many employees received pay increases.

For more information or to learn how L. Harris Partners can help you grow your business:



Phone 952.944.3303
tom.siders@lharrispartners.com
www.lharrispartners.com