

10-Step Sales System for Growth: Step 10: Your Plan to Get Started or Keeping it Going

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 10: Your Plan to Get Started or to Keep it Going

All great athletes have a coach, sometimes several coaches, who help plan the workouts, events and games. Ever run track? Remember the cheers from your coach and teammates? I'm guessing you ran faster as result of the positive motivation.

The same is true in business. If you want dramatic and continued increases in sales and profits, you need to be pushed in a positive way. Find a mentor. Find a coach. Outstanding strategy and execution requires some outside help.

Read the 10 Steps several times over with pen in hand. Make notes. Think. Run your thoughts and plans by your coach, trusted friends, or key employees.

Here are 3 different approaches that can get you started. Use one or blend them together as you see fit:

1. Grab the low hanging fruit. If your sales training is lacking, start there and pursue excellence. If you need better planning or reporting, focus in those areas. Your sales system is like a puzzle. You can start putting it together however you wish. But eventually all the pieces need to be in

place to have the beautiful picture.

2. Be systematic. Start with Step 1 and work your way through. Carve out time each day to be relentless and diligent in the pursuit of improving your sales system.
3. Hire someone to help create your plan or to execute or both. Not a coach. This is someone who will roll up her sleeves and work really hard to drive your sales growth. Maybe your "someone" is your sales manager. And if that's the case, maybe you're the coach.



Have you ever tried to lose weight only to put it back on again? Okay, let's not do that. Truth be known, getting started is easy. Maintaining the drive, consistency, and discipline is difficult. Here are tips for keeping your sales system thriving:

1. Review the steps, and progress on each step, at least quarterly. It will be obvious where there is shortfall, where there is success and what needs to be done.
2. Live Step 3 - your sales vision every day. Give it life by weaving into the fabric of your organization. Give it the spotlight. What you talk about gets attention. Share the vision with employees regularly. Tell stories that exemplify the vision. Laugh. Celebrate successes. Ultimately, employees want happy management, and if they know sales bring happiness, then you will get more sales.
3. The gas pedal must remain on the floor. The person at the top is the leader and needs to continually drive sales. If that's you, you know what to do. If that's not you, or you've empowered someone else, then that person must understand the cultural and disciplinary activities required for success. Your job is to hold that person accountable.

4. Everyone below the person at the top has to drive sales as well. Actually, that's everyone in the company. Employees simply take the lead from the person at the top. Call it the trickle down sales effect.
5. Stay on track with your daily, weekly, monthly, quarterly and annual task list. Stay disciplined.

Well, there you have it the 10 Steps Sales System for Growth.

1. Your Reasons to Grow
2. Your Economic Model
3. Your Sales Vision
4. Your Marketing Plan
5. Your Sales Plan
6. Your Staffing Plan
7. Your Training Plan
8. Your Sales Reporting System
9. Your Accountability Plan
10. Your Plan to Get Started or to Keep it Going!

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



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