

Maintaining the Momentum

by Carolyn Merriman, FRSA, President

With the advent of the millennium, let alone the new year, we're all confronted with productively hitting the ground running in January 2000. We'd like to offer the following tips for maintaining momentum for the sales effort.

- Hold a strategy day. Revisit global objectives and strategies for the organization and sales team.
- Have the sales team tighten their territorial sales plans and tactics for accomplishing their sales goals.
- Focus on the "profitable" targets — both prospects and customers. Spend your time efficiently and effectively.
- People learn differently and in cycles. At each staff meeting provide a training sound bite and skill practice. Once a quarter hold a workshop on a sales skill, like managing objections. Once a year conduct a retreat and training session.
- Host sales symposiums twice a year for your organization and invite internal staff critical to the customer relationship. Have a motivational customer relation/service speaker; provide networking and sample case studies or new product announcements.
- Provide feedback to motivate staff. Remember, not everyone is motivated by money. Reward, recognize, energize and motivate in other ways.
- Manage your own personal momentum. If you get buried and off track the team will reflect your behavior. Keep them involved as appropriate but buffer them from daily operations and meetings while focused on the customer and the sale!
- Strategically communicate the "momentum" of the sales effort to senior management — keep them engaged, involved and proactively supporting your efforts!



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