

Maintaining the Momentum

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We're halfway through the year and with a tough economy, we want you to continue to maintain some momentum. Here are some tips for maintaining momentum for the sales effort:

- **Hold a strategy day** in June/July/August. Revisit global objectives and strategies for the organization and sales team. Assess how you are doing. What needs to be revisited or changed?
- Have the sales team **tighten their territorial sales plans** and tactics for accomplishing their sales goals. Constant review is crucial.
- **Use data to focus on the “profitable” targets** — both prospects and customers. Spend your time efficiently and effectively.
- **Continue to plan, develop and implement communication internally** to key constituents and Leadership about your sales and service efforts. Constant communication about what you've done for them demonstrates personal value and ROI.
- 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.
- **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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