

How To Write A Sales Strategy | Sales Strategy & Sales Skills

This workbook is focused on an insightful interview with a sales strategy expert. Hands-on activities designed herein will bolster your understanding of the differentiation between sales and marketing strategies, the implementation of a sales goal-setting, understanding customer insights and aligning them within your sales strategy.

This workbook is key for businesses and individuals aiming for better sales outcomes.

Completing these activities will enable you to internalize and translate insightful sales strategies to become assets for your business.

Quote to remember from the Interview

"Your customers are your greatest teachers. They guide you in crafting your best sales strategy."

What You'll Learn From the Activity

Via the activities and questions, you will deepen your understanding of the importance and methods of crafting effective sales strategies. These exercises will help you dissect and adopt effective sales methodologies, goal setting mechanisms, understand customer insights and their practical application in goal achievement.

Activity

Write your understanding of the difference between sales and marketing strategies.

Define 'Sales Strategy' in your own words.

Define 'Marketing Strategy' in your own words.

List 3 potential benefits of effectively distinguishing between sales strategy and marketing strategy.

Identify your current sales goal.

Do you think your sales strategy is aligned with this goal? Yes / No
If Not, what changes you suggest in your sales strategy to align it with the goal?

Reflect on a recent customer interaction. Write down the key insights you gained about their buying process.

Define 'Customer Insight' in your own words.

What was the most valuable pointer you gathered from the guest about customer insights?

Were you able to utilize these customer insights in setting up your sales activities and goals? Yes / No

Describe how your customers' input has shaped or can shape your sales goals & activities.

List 3 sales goals you would set for your business based on a recent customer insight.

Describe one activity for each of the goals listed above.
Upon reflection, how would you rate the effectiveness of these set goals and activities? (On a scale of 1 to 10)

What type of patterns have you observed from these assessments?

Write down a single goal that you had not previously considered but have now identified based on these patterns.

Write a step by step plan for this goal's implementation.

Do you agree with the statement, "It's essential to set, measure, and repeat. In this cyclical process lies the secret of an effective sales strategy"? (True / False)

Relate an instance where you had to change your sales strategy based on the effect it had on your customers.

Write down a new sales strategy considering your customers' buying process.

Complete the sentence: "A sales strategy without proper goals is akin to ____."

Reflecting on the resources mentioned:

Have you read any of the recommended books? If yes, write a key takeaway from the book.

Reflect on the possibility of utilizing the mentioned apps in your business.

Visit one of the mentioned websites. Write down an important piece of information that resonates with your business.

Have you enrolled in any related online courses? If not, would you considering enrolling in the recommended courses? Why?

Based on the new insights from this interview, list down three new techniques you plan to use for your sales strategy.

Reflect on the entire interview. Write three key learnings you have taken from it.

Consider the quote from the interview. How does it apply to your business?

After completing this activity, do you feel more equipped to craft effective sales strategies? Why?