



Developing Your Sales System: Where Do You Start?

Before you can create the best standard procedures for your sales system, you must take time to analyze your current sales system. This step is crucial. It helps you understand what you do that already works and which areas you can change to enhance your profits.

Identifying Your Ideal Prospect Profile

People — they're the most important part of any business. Every part of your sales plan should be centered around appealing to those people you want to sell to more than anyone else.

Your ideal customer consists of as many target demographics as possible, from job title and income level to age and hobbies. From here, you can begin expanding on the demographics you're appealing to and begin developing your target market.

Defining Your Target Market

To sell your products or services effectively, you have to make sure your advertising and marketing efforts are reaching the right audiences.

Gain a better understanding of who you're selling to by looking at your best customers so far. Are they businesses, individuals, or a combination of both? Does your clientele skew male or female? How old are they? What are their hobbies? How do they use their tools in their lives?

If you can identify these trends in your existing customers, you can learn what demographics react best to you and see how you can appeal to them more widely.

Establishing Goals and Objectives

Once you know the audience you're appealing to, you can create objectives that help you connect with your target market and improve your sales record. Common objectives brands establish in their sales plans include:

- Developing personal relationships with high-value clients
- Expanding your reach through advertising
- Increasing revenue overall or for specific products



Developing a Standard Sales System

After you've evaluated where you stand currently, developing your sales system becomes much more manageable. When you create a consistent system that anyone in your company can follow, you increase your chances of maintaining excellent customer relationships and reaching your desired outcomes. Here are the steps to get you started.

Creating a Lead Generation Strategy

Before you can sell to anyone, you have to let them know you exist. Lead generation is the system of introducing people to your services and encouraging them to invest — or at least continue to learn more about your offerings.

Common lead generation strategies include email marketing, social media advertising, referrals, and content marketing. Start with these tips:

Follow your demographics: What are the best ways to reach people within your target audience? Businesspeople may prefer connecting through LinkedIn or your website's contact page, while a younger, more informal audience may react better to social media marketing.

Use your existing customers: Encourage your best customers to refer friends, family, and other business partners by offering exclusive deals or more personalized service.

Developing a Qualification System

With a good lead generation strategy, you'll bring in new leads constantly. But most of them either won't convert or won't develop a lasting relationship with your brand. To determine which leads will help your business the most, you must develop a qualification system.

A qualification system helps you sort your leads. Using the information, they provide or what you can learn from their profile, you can discover information like their budget and interest level. Knowing this helps you see where your efforts will be best spent, as you can focus your marketing on the leads most likely to convert and become loyal customers.



Building Out the Sales Pipeline

Once your leads are ready to convert, they'll work their way through your sales pipeline. Your sales pipeline details the steps your clients will take before making their purchase, like discovery, presentation, and negotiation.

Building out a roadmap to your sales pipeline means you can create a streamlined system for every client to go through and assign team members to various parts. This allows them to become experts in their area so that they can be ready for any questions your leads may raise.

Establishing a Follow-Up System

In our fast-paced world, people have hundreds of things on their minds at any given time, and if your brand isn't right in front of them, chances are, they aren't thinking about you.

A consistent follow-up system lets you continue to connect with your leads and encourage them to interact with your offerings. This also lets you build a deeper relationship with them by letting them know they're on your mind and you want to see them succeed through using your products or services. You can make these connections manually or use an automated customer relationship management (CRM) system.

Creating a Closing System

So, your lead is ready to make a move and close your sale. This means getting your paperwork in order, negotiating any unclear terms, and securing a payment method. This crucial moment is when your lead becomes a paying customer, so smoothing out the system with educated team members and automatic systemizing allows you to ease your sale over the finish line every time.

Developing a Post-Sale Support Plan

Making a purchase is not the end of the road. If you want your customers to return, offer them the best post-sale support available.

First, thank them for choosing you as their supplier and express your commitment to helping them however possible. Then, be ready to answer questions and troubleshoot as they learn to use your services, offer resources to aid them, and be ready to do anything you can to guarantee their satisfaction.



Implementing the System

Finally, it's time to put your plans into action and implement your sales system. This is where the real work begins. As you roll out your roadmap, you'll see where your plans are actualized and where they fall short. From here, your team's job becomes learning, observing, and adjusting as necessary.

These are some of the most helpful measures you can take to ensure success in your plans.

Training Your Team

Even if you've created the world's best sales procedures, they won't work without the impact of a dedicated, well-trained sales team. This will likely involve creating a physical roadmap or even a digital program that shows your people the plan and how they can implement it in their routines.

Take the time to guide your team through the system step by step, answering their questions and taking their suggestions to heart. When you make the upfront investment to educate them, you can spend less time later fixing discrepancies and settling disputes as they use and better understand the system.

Utilizing Technology and Automation

There are many platforms out there that can make your sales system run smoother than ever. Many of them have automation features that allow you and your clients to schedule appointments, negotiate contracts, and much more automatically.

Explore platforms like Nutshell and see how we can take some of the work off your hands, allowing you to divide your time and focus on what matters.



Tracking and Measuring Performance

How will you know when all your hard work starts paying off? Tracking your data, traffic, and other areas of performance is the best way to measure how well your efforts are paying off.

This is another area where automated technology software can change the game. Much of the available software has data collection capabilities to monitor your metrics and provide you with real-time access any time you need it.

Adjusting as Necessary

Before you implement your sales system, every detail of your plan is an estimate. However well-researched it may be, you can't know how your ideas will play out with your audience until you see them in action. And when you do, there will naturally be places where things don't go as planned.

As you fine-tune your plan, it's vital that you stay flexible with your ideas and allow them to change as your data suggests. Even a few small adjustments can make a significant impact on your sales plan's reception, and continuous adjustments will ensure your plan stays fresh and in tune with current trends.