

“Xcelerate Your Sales”

Joe Gavin

Managing Director

Xcelerate Marketing Services



Xcelerate

Marketing Services

- Outsourcing & Recruitment Specialists
 - Admin
 - Sales
 - Payrolling
 - Merchandising
 - Account Management
 - Document Management
 - Product Representation
- Main Contact:- Joe Gavin



*If the Phone Ain't Ringing in...
It Better Be Ringing Out!"*



Xcelerate your Sales

- Drive Top Line/Sales Growth
 - Sell more products to existing customers
 - Add new customers
 - Develop new products to sell
- Cut Costs
 - Identify highest costs
 - Eliminate unnecessary spend
 - Outsource where possible

*Are you the best person to do the
selling in your business???*

Fundamental Question!



“It’s hard to appreciate the temperature of the water when you’re up to your backside in crocodiles!”

What is Your Space?

- Retailer of OR Supplier of
 - Different types – different strategies
- Who/What are your customers
 - What do they do with your product/service
- Tailor your approach to the customer type
 - e.g. Selling to different channels
- How busy/crowded is your space
 - Competitors/barriers to entry etc

Customer Requirements

- Cheaper Prices
- More for the same
- Better productivity from existing
- New and innovative

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Quality is a given

Sales Targeting

Sales Targeting

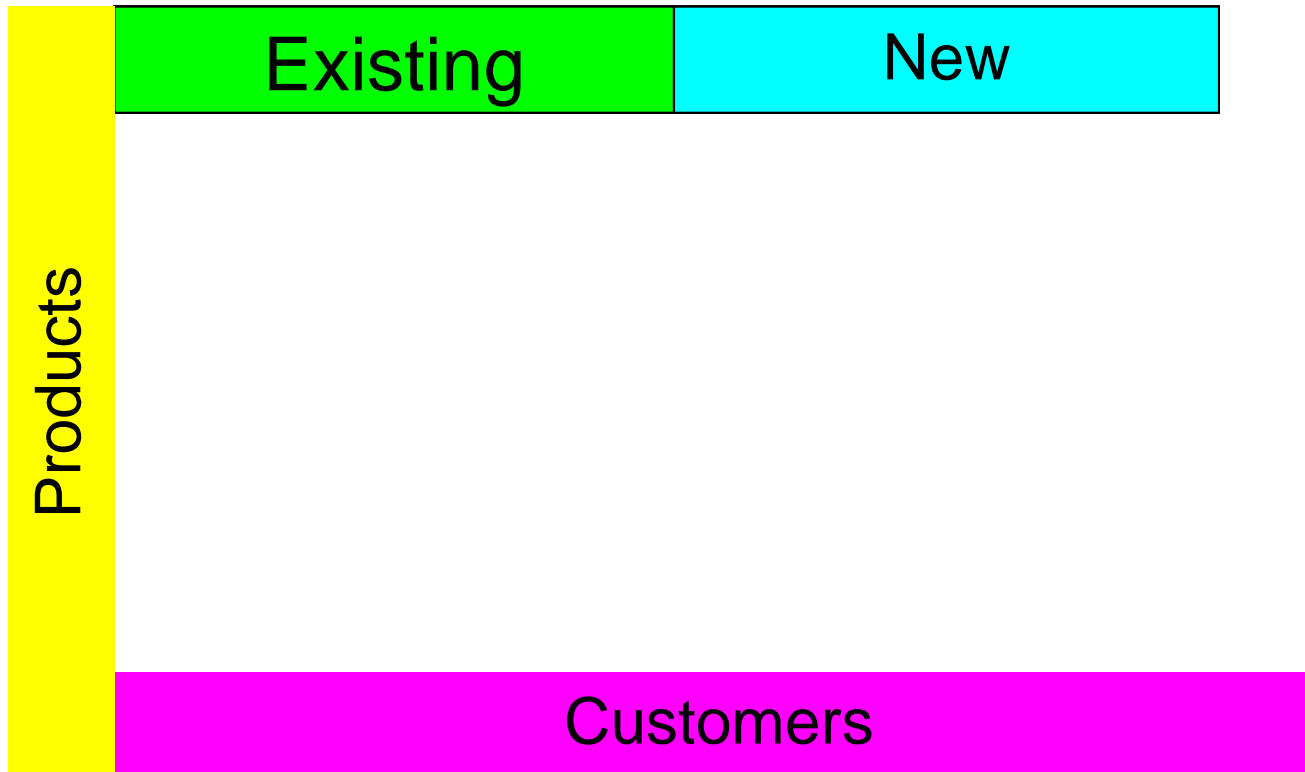
Customers



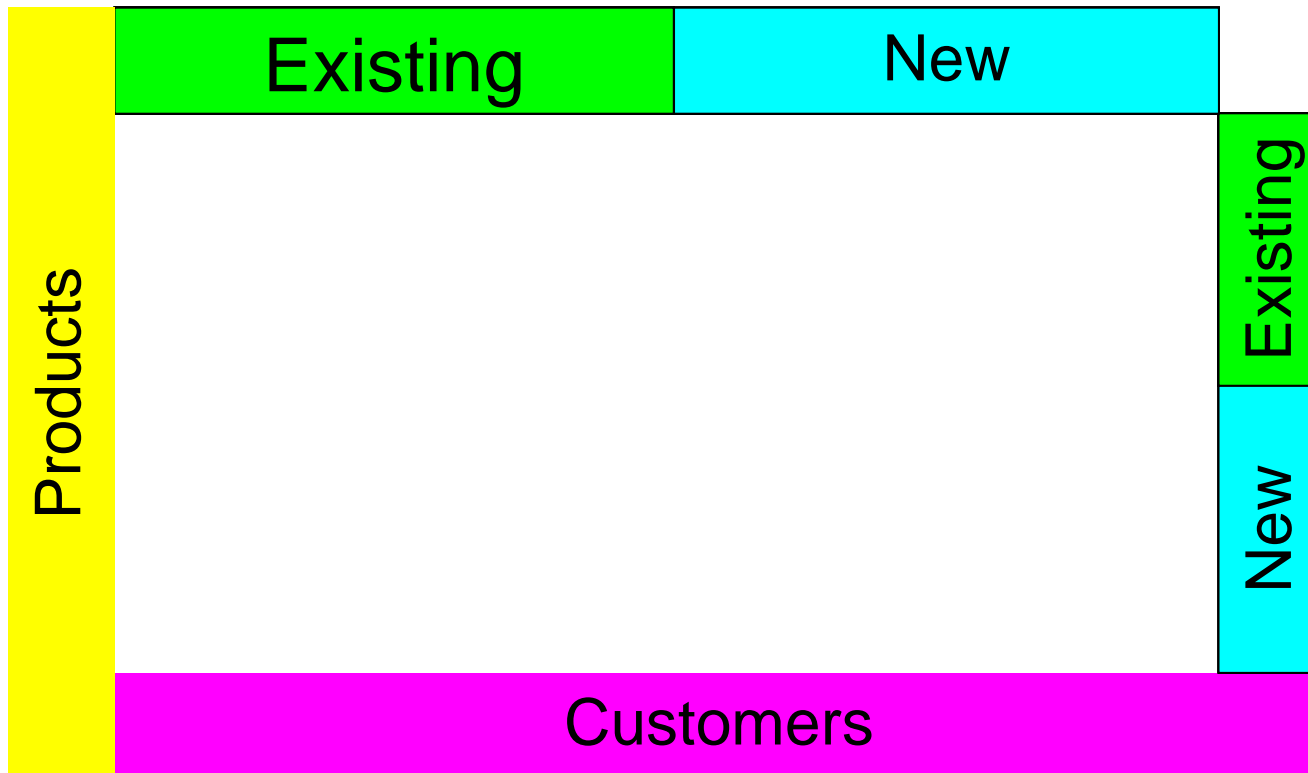
Sales Targeting



Sales Targeting



Sales Targeting



Sales Targeting

		Existing	New
Products	Existing products To Existing Customers		
		Customers	

Sales Targeting

		Existing	New
Products	Existing products To Existing Customers		
	Existing products To New Customers		
		Customers	

Sales Targeting

		Existing	New		
Products	Existing products To Existing Customers		New Products To Existing Customers	Existing	
	Existing products To New Customers			New	
		Customers			

Sales Targeting

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		Customers			

Sales Targeting

		Existing	New		
Products	Existing products To Existing Customers	Existing products To Existing Customers	New Products To Existing Customers	Existing	
	Existing products To New Customers	Existing products To New Customers	New Products To New Customers	New	
		Customers			

Passive Sales



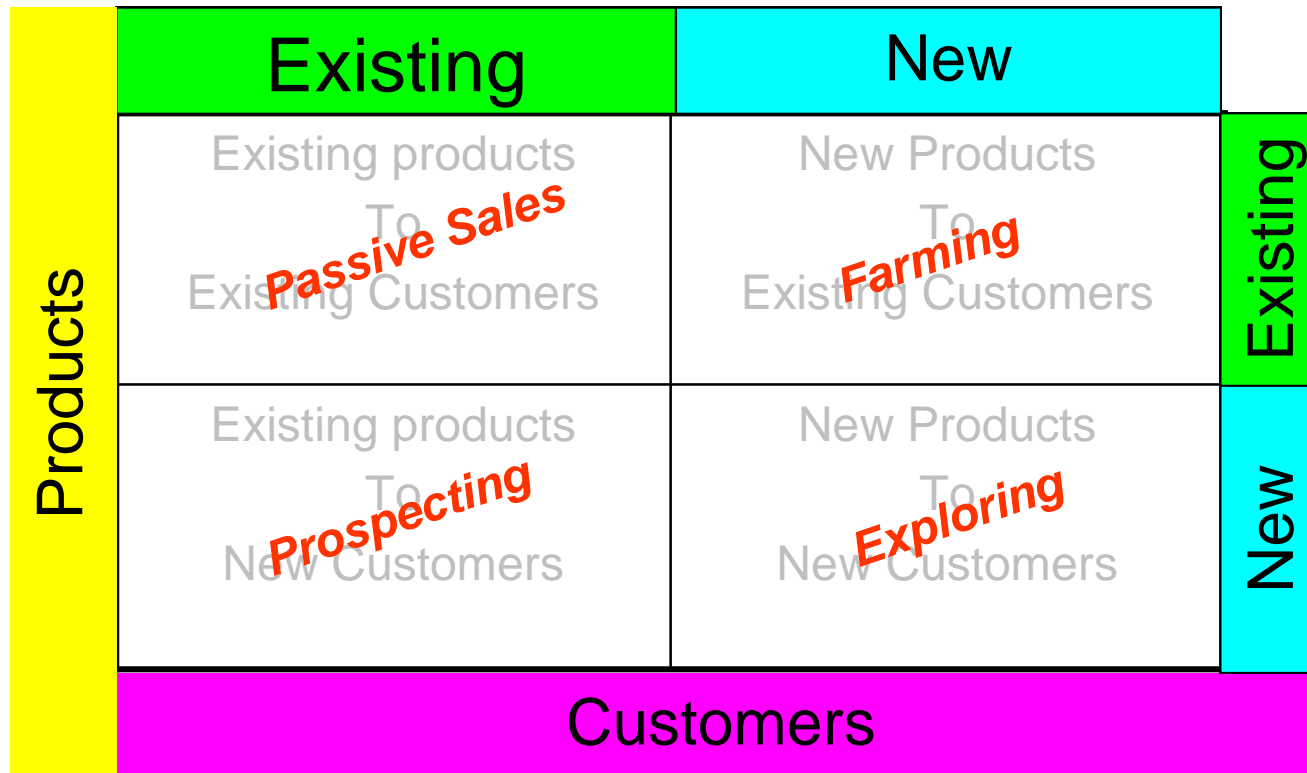
Sales Targeting

		Products	
		Existing	New
Products	Existing	Existing products To Existing Customers <i>Passive Sales</i>	New Products To Existing Customers
	New	Existing products To New Customers <i>Prospecting</i>	New Products To New Customers
		Customers	

Sales Targeting

		Existing	New		
Products	Existing products To Existing Customers	<i>Passive Sales</i>	New Products To Existing Customers	<i>Farming</i>	Existing
	Existing products To New Customers	<i>Prospecting</i>	New Products To New Customers		New
		Customers			

Sales Targeting



Strategies for Sales Targeting

Products	Existing	New	Existing
	<p><u>Existing Products/Existing Customers</u></p> <p>Know your customer and what they do with your products</p>	<p>New Products To Existing Customers</p> <p style="color: red; font-weight: bold; transform: rotate(-15deg);">Farming</p>	
	<p>Existing products To New Customers</p> <p style="color: red; font-weight: bold; transform: rotate(-15deg);">Prospecting</p>	<p>New Products To New Customers</p> <p style="color: red; font-weight: bold; transform: rotate(-15deg);">Exploring</p>	New
Customers			

Strategies for Sales Targeting

Products	Existing	New	Existing	
	<p><u>Existing Products/Existing Customers</u></p> <p>Know your customer and what they do with your products</p>	<p>New Products To Existing Customers</p> <p style="color: red; font-weight: bold; transform: rotate(-15deg);">Farming</p>		New
	<p><u>Existing Products/New Customers</u></p> <p>Build a New Database of <u>Relevant</u> Customers using targeting tools</p>	<p>New Products To New Customers</p> <p style="color: red; font-weight: bold; transform: rotate(-15deg);">Exploring</p>		
Customers				

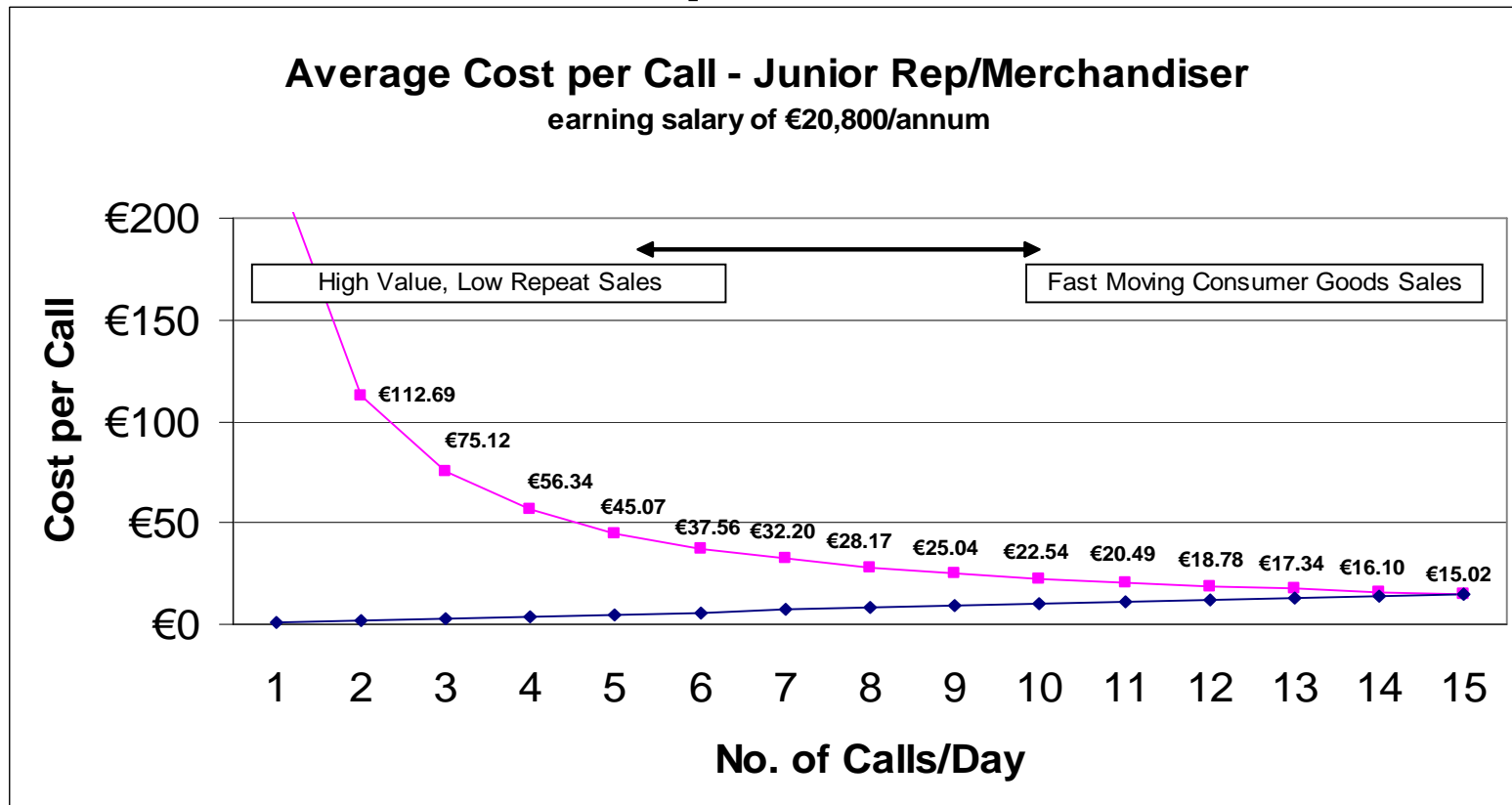
Strategies for Sales Targeting

Products	Existing	New	Existing	
	<u>Existing Products/Existing Customers</u> Know your customer and what they do with your products	<u>New Products/Existing Customers</u> Learn about your customers future plans and strategies		New
	<u>Existing Products/New Customers</u> Build a new database of <u>relevant</u> customers using targeting tools	New Products To Exploring New Customers		
Customers				

Strategies for Sales Targeting

Products	Existing	New	Existing
	<u>Existing Products/Existing Customers</u> Know your customer and what they do with your products	<u>New Products/Existing Customers</u> Learn about your customers future plans and strategies	
	<u>Existing Products/New Customers</u> Build a new database of <u>relevant</u> customers using targeting tools	<u>New Products/Existing Customers</u> Identify new products that bring new customers	New
	Customers		

Sales Cost per Call



Outsourcing Options

Cut overheads (not service) via outsourcing

- e.g. Reception/Admin Costs
- Re-structure Sales Resources
- Part-Time Professionals
 - Accountants, Sales, Marketing, HR, IT etc
- New Business Development
- Transport and Logistics

Xcelerate Quick Tips

- Recognise your weaknesses and get/acquire the skill
 - You may not be the best/appropriate person
- Build multiple contacts
 - Build relationships with more than one person
- Regular contact with your top 20
 - Many companies rely on their staff only
- Early warning systems
 - Don't have surprises delivered by customers
- Network regularly and unselfishly
 - Keep in constant contact with your industry

Sales Aids

Previous Methods

- Business Cards
- Invoices & Statements
- Brochures
- Newsletters
- Branding and Marketing
- Phone Calls
- Sales Reps

New Methods

- Computers
- E-mail
- Web Site
- CRM Systems
- Databases
- Mobile Phones
- Electronic Payments
- Procurement Services

*If you always do what you've
always done*

*you'll always get what you've
always got!"*

There's always a better way!



There's always a better way!

