

SALES IMPROVEMENT PLANNING

ACTIVITY	M	T	W	T	F
Read One Online Article On Selling Techniques					
Choose the idea that resonates the most, try it on five outbound calls daily.					
Check in with one client, ask them for a referral to a peer.					
Call that referral and try to schedule a meeting.					
Check in with three companies that you wrote proposals for, but did not win business from.					
Spend ten minutes reviewing one competitors social media presence					
Send a note or greeting cards to someone in your network					
Check in on a competitor, ask them how they're doing.					
Write down one common question your prospects always ask you, and ten potential bullet point answers.					
Call one industry association and ask them if you can write an article about I.T. for their next newsletter					
Spend 15 minutes reviewing and improving the information in your contact database or CRM					
Write down ten ideas for blog posts or webinars for the quarter.					
Follow, amplify and connect with three new prospects on LinkedIn - send a friendly request, not a sales pitch					
Email ten prospects a link to an interesting article about technology or business.					

Forming routines and good sales habits is essential for sales success. This is not an inclusive or exclusive list of sales activities for business owners. All activity should be recorded in your CRM or PSA, and as you speak with referral sources and prospects (or leave messages, or send cards) you should be adding more information to your database and scheduling follow up activity reminders. Sending one email, making one call, or adding one contact on social media is not a sales process. These activities are all the beginning of sales process, and good habits to form. The next step for serious sales-focused MSP owners will be creating a timeline for follow up activities, and then finding ways to make time for these activities and more sales follow ups every week. Consistent sales activities become habits, habits turn into process, and process can be documented, measured and improved. This leads to sales success.



MANAGED SALES PROS

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