**Sales Management - Sales Secrets**

Building a leading-edge sales force is not an exact science. However, it is important to understand the most common mistakes and impediments that cause sales organizations to under-perform.

**Quick Facts:**

1. **50% of all sales people never follow up on a prospect after the first contact or cold call**
2. **80% of sales close after the 5th contact with the client**
3. **87% of all sales leads are never pursued by sales people**
4. **Each client requires a minimum of 6 touches during a year in order to stay "Top of Mind" with the client**
5. **Over 50% of all qualified sales leads eventually buy**
6. **51% of all sales people missed their sales quota last year**
7. **85% of sales organizations do not have a formalized sales management process**

A primary reason sales organizations fail is the simple fact that they are not in front of the customer when they want to buy. Secondly, most organizations do not have a disciplined, rigorous and measurable sales management process.

At **InStrategy** **Group**, we believe Sales is the toughest job in the organization. If they succeed they are the hero. If they fail to meet objectives, they come under the microscope by all. The impact of under performance in the sale function has a rippling effect felt throughout the firm.

The secret to success is not only hiring the right sales staff, it's also about building and living a culture that says sales is an enterprise wide responsibility. Leading-edge sales organizations know success revolves around activity based results. They live, breathe and support all aspects of the sales life-cycle and use measurements as a way of aligning the right amount of resource and capital to grow and support the business so that there are no surprises at the end of the year.

In additionally, leading-edge sales organizations know the specific DNA required for their sales teams i.e. some seek Hunters as well as Farmers depending on their model. Successful organizations understand that sales are based on focused activities. They are always moving towards building their prospective client base, yet never taking their eye off of their existing clients. Equally important, they build measurement and compensation models that reward results.

Finally, successful sales organizations are thorough in their pursuit to find, hire, and reward a Salesperson. Conversely, because it is not an exact science, they are swift to fire the under-performer.

For more information on how to build or refine your organization's sales performance, visit us at www.[instrategygroup.com](http://www.instrategygroup.com/) or call us at 704.843.3207.