Sales Development Model – (more info at businessballs.com)

This model is a simple and cost-effective process to increase sales, esp B2B, by winning new large, profitable customers. It also encourages the necessary development of the traditional field-based sales-person into an effective business manager.

1. Identify your target customers
   Profile your ideal target accounts. Size, sector, location, and other relevant indicators. Bigger customers give you economies of scale, a better return on your selling efforts, and they respond well to high quality propositions and service.

2. Create prospect list and plan mailings
   Establish list criteria: strategic decision-maker, sector, size, etc. Identify list source. Manage the data, eg using MS Excel. Planning the mailings, response and conversion rates, using the sales funnel process.

3. Decide what your customer wants
   What are your UPB’s? (Unique Perceived Benefits)
   What are your target customers’ needs, by type or sector?
   What is the main benefit that the customer gets from your service? What does it really mean to them? Ask them.

4. Write your sector-specific mailer
   Use a mailer/email/fax to sell initial meeting. Write a sub-30 sec intro letter that suggests one single strongest UPB.
   Employ advertising writing techniques to generate enquiries.
   Set up a response mechanism (reply card, freephone, faxback).

5. Mail/Fax/Email broadcast
   Find the most cost effective mailing/fax/email method. Use MS Word mailmerge for small pilot mailings, or outsource to a relevant fulfilment agency. Compare and plan required cost per response statistics.

6. Convert the replies into meetings
   Use the phone to convert the enquiries into meetings. Use open questions to qualify and get more information about the respondent customer’s needs and situation. Make appointments with senior decision-makers, esp FD’s and MD’s.

7. Presentation or proposal
   If a presentation is required, use the simple rules for putting together and giving a presentation to win business. Plan the structure, method, intro, content and close. Or write the proposal. Keep it concise and relevant.

8. Negotiate the deal

9. Following up and confirming
   Written confirmation and contracts. Maintain the relationship and keep the customer. Ask for referrals to other prospects.

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