It’sEeze Sales Conference 2017

Building Your Sales Strategy

Seminar Contents

- The Sales Strategy Wheel
- Targets
- The Sales Funnel
- Conversion Statistics
- The Contact Wheel
- Creating your Sales Strategy Workshop
  - Activity Levels
  - Pipeline Development

The Strategy Wheel

Targets

12 / 24 / 36 months

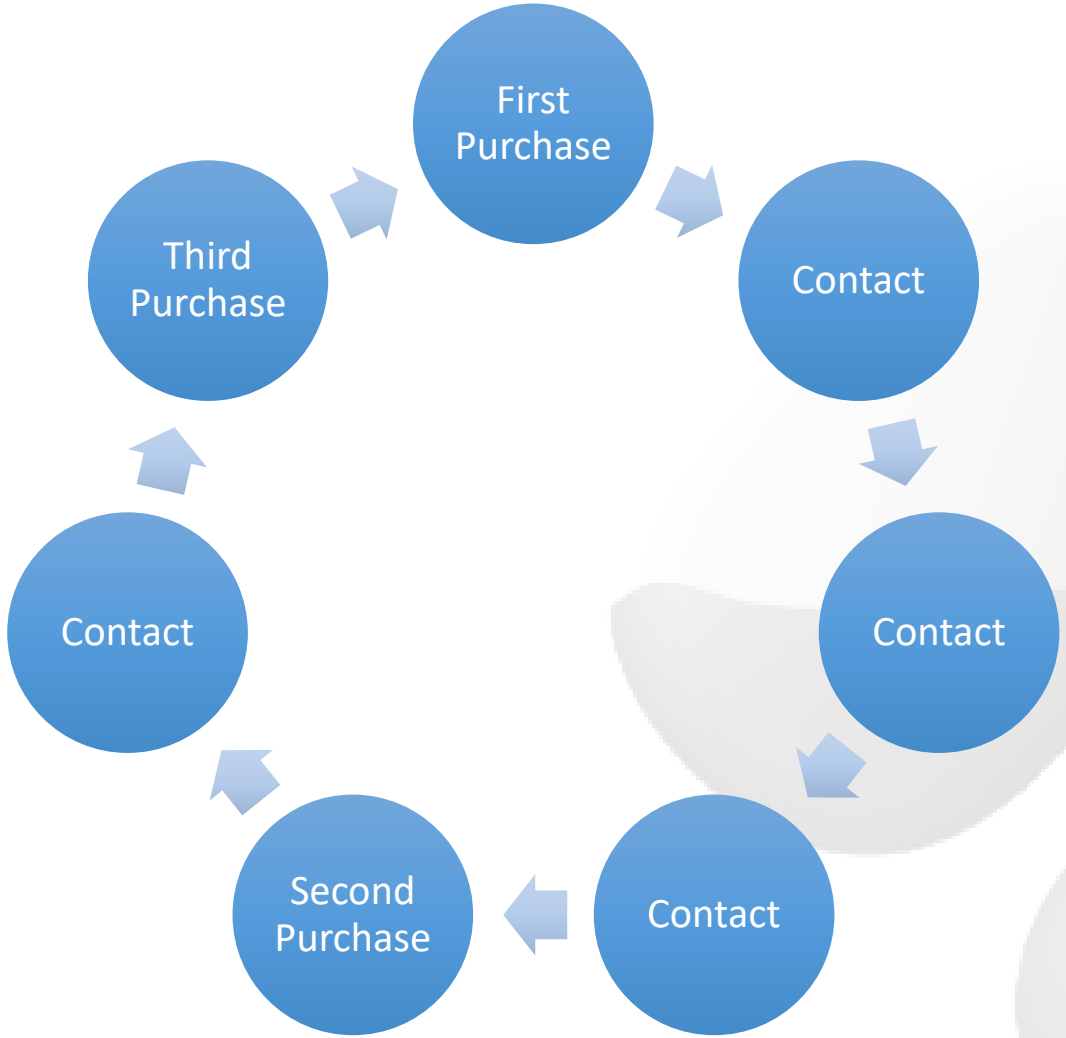
Contact Wheel

ESTADIA

The Sales Funnel

Conversion Statistics

- Calls / door knocks to positive engagement
- Positive engagement to quote
- Quote to sale
- Quote value to sale value



The Contact Wheel and Customer Retention

Measurement and Management

Systems and Controls

People, Training and Development

Webinar Programme

Workshop

- Targets and Conversion Statistics
- Filling the Pipeline Activities