

Outbound Excellence

Sales Development System - Account Manager

#1) Structure Your Day As Follows:

- a) 1st 4 Hours Of Each Day - **Outbound Calling - New Opportunities - ONLY!!!!**
- b) Next 2 Hours Of Each Day - **Administrative Tasks**
- c) Final 2 Hours - **Pre-call Planning For The Following Day**

#2) Start Pre-Call Planning

Have a Minimum of **20 Calls Pre-Planned Before Leaving Work Each Day**
Complete a **Pre-Call Planner Worksheet** for Each Call
Keep and Contact Only Accounts That Meet Our **Minimum Target Customer Qualifications**
Mfg. - Warehouse - Dist.- T & L - 3PL – Retail / **\$50M+ in Sales / 35+ scanners / Multiple Locations**

#3) Make A Min. of 12 Sales Presentations..... “Each Day”

Use your Pre-Call Planner as a Map.....to **Guide You Through the Qualification of Each Account**
Consider a Call a “Presentation” Only if you Have **Asked Your Qualification Questions & then**
Presented Back To Your Prospect A Possible **Solution Based on their Pain / Potential Opportunity**
Count Only Calls Made to **Qualified Prospects**
Qualified Contacts Include A **Coach, End User, Technical Advisor, Buyer, Approver**
Must be the “**1st**” **Contact Made** With A Prospect to Qualify
Second and Subsequent Calls Made To “Any” Contact Are “Not” Considered a “Daily Presentation”
but rather a **Standard “Follow-Up” Call**

#4) Begin Post Auditing Your Calls

Critique Your Calls – **What Went Well? – What Could You Have Done Better?**
Update Your-Pre- Call Planner Worksheet After Each Call
Include a **Summary** of the Call, Any **Action Items**, and the **Goal for the Next Call**
Update **SLX Notes**
Schedule **Activity &Call Back**

#5) Keep a “Profitable ” Database

Make sure of Your Database Contains **90%+ “Qualified Accounts”**
Provide a Listing of **Un-Qualified Accounts** To The Leads Team Each day
Submit A Daily Request To Have **5 Accounts “Expanded”**

#6) Work “Relentlessly” To Increase Your Selling Skills

Schedule a time to take our Outbound Excellence Way – Selling Skills Survey
Allow us to provide you with a **Tailored Sales Performance Development Plan** for you
Relentlessly **Execute** the Development Plan!!!

#7) And Remember

.....”Your Attitude”.....”Always”.....”Equals”.....”Your Altitude”

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