

## **Strategic Planning for the Sales Professional**

### **How to Set and Achieve Sales Quotas**

#### ***The Situation***

The highest producing salespeople are those with clear, written goals, detailed plans, and organized schedules of activities they follow every working day.

#### ***The Opportunity***

Dramatically improve the performance and output of every salesperson by having him or her prepare a complete strategic plan for the sales period ahead.

#### ***The Process***

Proper Prior Planning Prevents Poor Performance (PPPPPP). Each person is guided through a unique strategic planning exercise aimed at the specifics of achieving his or her sales goals on schedule.

#### ***The Benefits***

- Greater clarity and focus.
- Better personal management skills.
- Clear priorities among prospects and customers.
- Detailed plans of activity.
- A blueprint for sales effectiveness.
- A greater sense of control and personal power.

#### ***The Results***

Each salesperson emerges from this one-day program with goals, objectives, strategies, plans and activities for the days, weeks and months ahead. Each sales target is defined in terms of calls, proposals, presentations and sales cycles. Nothing is left to chance. Sales increase immediately.

## ***The Program***

1. Personal Strategic Planning

2. Values and Vision

3. Personal Mission Statement

4. Situation Analysis

5. Company Analysis

6. Market Analysis

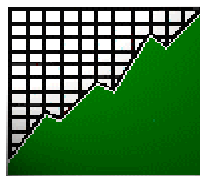
7. Self-Analysis

8. Goals and Objectives

9. Strategy and Plans

10. Personal Business Planning

A Wendling Group Certified Facilitator can conduct this highly interactive workshop over one or one and one-half days. Designed and tailored based on assessment results, this seminar includes workbook, audiotapes and goal planner.



**THE  
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