



CEO Tip Sheet

Five Simple Steps Manufacturing CEOs Can Follow To Double Sales

Poor results are the outcome of working hard.... at the wrong things.

1. Fish for whales instead of minnows. You'll transform your business by focusing your marketing and selling efforts on the key accounts in your marketplace. Since most manufacturers are too intimidated to approach these accounts there's far less competition. Create a systematic multi-step key account entry strategy and radically increase your sales transaction value.
2. Your primary sales strategy should be based on providing free education to your marketplace as a way of building trust and positioning yourself as a thought leader. The Web has made free information so abundant that your prospects are feeling overwhelmed and confused. Be certain *your* company is the one separating the wheat from the chaff. Develop free information based on discernment that tells your prospects what they need to know to increase their performance.
3. Stop trying to sell prospects who will never buy from you. Nothing wastes more expensive field sales force time than the misguided belief that if a person has a pulse they are a prospect. Cost-effective selling is based on fast disqualification by inside sales development representatives. You need a system that separates lead generation and qualification activities from selling activities so your field sales people can focus their time and talents on qualified sales opportunities. Create systems that maximize productive time in your field sales force.
4. If there's no front end there's no back end. Successful manufacturing companies are obsessed with consistently generating lots of qualified sales leads on an ongoing basis. Whether you use outbound tele-prospecting, direct mail, print advertising, web advertising, or email marketing your lead generation system must never be shut off. Not enough leads? Fix your offer and media. Too many leads? Hire more salespeople.
5. Don't forget about tomorrow in your sales system. Approximately 75% of qualified sales leads will not be ready to buy for 3 to 6 months. So how do you nurture these sales opportunities while creating top of the mind awareness about your company and convert a higher percentage of them to customers? By developing a system that automatically provides longer-term prospects with ongoing free educational information.

I hope you have enjoyed reading this brief report and have found it useful.

If you are a manufacturing company CEO/business owner and you're curious about how the information I've shared in this document can benefit you and your business, please contact me, Andrew Shedden, to discuss your particular situation and explore opportunities at 1-800-353-4447 or at:

www.broadfieldcommunications.com/nextstep.htm