



# CEO Tip Sheet

## **A Five Part Sales Machine For Manufacturing CEOs**

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

1. Sales machines are fueled by lead generating educational offers. Prospects who respond to your educational offer need to be rigorously qualified as yes now, yes later, not interested, or not qualified. Remember a fast no is better than a long maybe.
2. Another key component of a sales machine is creating a well thought out lead product offer to convert a higher percentage of qualified sales leads to first-time customers.

Many of the most highly successful manufacturing companies have a lead product offer that generates a marginal profit or even a small loss. They know two things: First, a percentage of initial buyers will become ongoing buyers, and second, without a first purchase there won't be any subsequent purchases.

How can you make it a low-risk and no-brainer decision to make the all-important first purchase from your company? Can you package your products and services in such a way that your prospects would jump at the chance of doing business with you?

3. Lead development systems give you an unassailable competitive advantage. The majority of your competitors have no systematic way of converting longer-term sales opportunities into customers. Highly functioning sales machines consistently profit from a methodical lead development system.
4. Sales machines have sales processes that are optimized, quantified, documented, and systematized. The difference between the results of a sales superstar and a marginal producer is often a matter of cloning the superstar's activities. Don't have any sales superstars? Then take a proven sales system and apply it to all of your field sales force.
5. New customer acquisition is the most expensive way to build your business. Sales machines make it easy, and potentially lucrative, for your customers to refer your company to others.

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](http://www.broadfieldcommunications.com/nextstep.htm)