



Media release

Regardless of time spent creating the sales strategy – implementation determines success

Monday March 30, 2015. By their own admission, many business leaders and owners will confirm that even though they have a great product and a brilliant strategy to put their business on the competitive map – the inability to match and deliver the strategic intent to an effective sales and distribution framework dooms them to failure said Converge Consulting Partner and sales/management specialist Craig Troy.

Commenting further, Troy describes execution risk as a notorious challenge for companies irrespective of industry embarking on a strategy without considering the downstream realities facing the sales and frontline teams that must execute it with paying customers.

Predictions that social media and the digital era would decimate company sales teams in financial / professional services, real estate, consumer goods, etc have not eventuated and sales people with good negotiation skills are still in strong demand to connect and engage with customers. So it is important that the sales organisation is factored into any company's plans for expansion, new product promotion, channel development or any other business strategy.

“Organisations that want sales and marketplace success need their team to understand the crucial connections between strategy and sales. Put simply, people can't implement what they don't know or can't understand. Too often the communication from the top to the sales organisation is a one way string of targets and budgets and as a result, the source of most performance problems. Clarifying and articulating the strategy is a leadership responsibility”, said Troy.

If the sales team is unaware of the company's strategic objectives it will incorrectly allocate resources and focus on those activities that may hinder attainment of business goals.

Troy continued, “The sales direction is therefore determined by the company's strategy and the sales manager's job is to ensure the team understand and are able to combine it with corresponding sales objectives and an execution plan to deliver”.

Leading sales managers will take the time to understand the personalities, strengths and motivations of the individuals that comprise their teams. They don't micromanage but take the time to coach mentor and engage with each individual to extract maximum productivity in line with the company's objectives.

To really be effective, managers must also use key activity and result metrics to address skill deficiencies and improve overall performance of the group through ongoing review and training with appropriate rewards and acknowledgement programs.

This can only be achieved with quality measurable data and a culture built on trust, rapport and respect.

“Sales teams are a major investment for any company and the selling cycle is the primary driver of revenue. So if the sales manager and team can't make the connection between strategy and sales, the likelihood that the strategic objectives being met will be severely impacted, concluded Troy.

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Issued by Converge Consulting www.convergeconsulting.com.au

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Notes to the editor: About Craig Troy



Craig has over 20 years experience in senior sales and leadership roles within FMCG's, real estate, financial services and ecommerce.

He has worked for Blue chip clients throughout Asia Pacific such as American Express, Masterfoods, ANZ bank, First Data and eWAY. Craig has specialist industry experience in ecommerce and has worked closely with businesses to achieve significant revenue lift through delivering best practice sales processes.

Incorporating web based sales skills into traditional sales practices is a growing requirement in today's market and Craig's experience in ecommerce, advising and working with all businesses to educate them on the ever changing web based sales strategies has delivered excellent results for Converge Consulting clients.

Craig has also had many years experience leading and working with teams, coaching and developing individuals to perform to an optimum level. Imbedding the right behaviours and activities within teams to achieve great results is an area he is passionate about.