

# 5 Steps to Building a Winning Sales Team

**Chris Dunn**

# Recruit Wisely

**1. Quality over quantity**

**2. Expertise over experience**

**3. Potential as well as past performance**



**NB: Knowledge of your industry and your client base is desirable but not essential**

# Provide Training

- 1. Educate your sales team on your company's mission, values, culture and products**
- 2. Run a comprehensive induction programme**
- 3. Provide professional sales training**



**NB: Buddy-up new starters with best performers.  
Continue to coach on the job and offer refresher training**

# Develop a Clear Sales Plan

- 1. Define your strategy – what makes you different/better?**
- 2. Build a prospect list and sales funnel**
- 3. Under promise and over deliver**



**NB: Sales plans need to be stretching but ultimately achievable. Be credible as well as ambitious**

# Implement KPIs and Performance Management

- 1. Set a sales budget**
- 2. Track activity (e.g. visits, demos, and quotations) as well as revenue and profits**
- 3. Review performance against KPIs**



**NB: Review performance regularly and in a structured way. Use one2one meetings as well as team sessions**

# Refine Your Plan and Increase Performance

- 1. Who are your best performing salespeople and why?**
- 2. Train or terminate under performers**
- 3. Review the strength of your sales offerings**



**NB: Carry out sales accompaniments and / or obtain customer feedback for qualitative insights**

# Further Information



## About the Author

Chris Dunn is passionate about the power of digital transformation and customer experience to create brand value, customer loyalty and competitive advantage.

His career stretches back 35 years during which time he has developed fast growing, profitable businesses serving B2B and B2C markets in the UK and internationally.

His company Chris Dunn Consulting Services Limited provides business coaching and management consultancy to companies to help them drive change management and business development.

Chris is a long-standing mentor on the Cambridge Venture Project run by the Cambridge Judge Business School.

He writes a regular blog to pass on business advice as well as posting handy hints and tips through regular posts on LinkedIn and Facebook.

