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For information about how The Benjamin Group can help you, check out our website at www.benjamin-group.com.

Welcome back to "Sales Sagacity"!



Does this sound familiar? You ask sales management for a realistic sales forecast and get an answer that sounds more like a gambler telling you why their luck is about to change. *Not good!*

This month, we'll uncover some tried and true **methods to recover the lost art of sales forecasting!**

As always, I truly welcome your comments!



Ron Visocchi
Managing Partner and *Sales Sage*

Our Palm Pilot Winner!



And the winner is ... Marguerite Fletcher Ingram! Marguerite is an outstanding corporate and licensing attorney who is brilliant (and patient) at negotiating those *impossible* sales contracts. Marguerite works primarily with technology companies on a consulting basis. If you need quality legal support, you can contact her at mingram@attbi.com.

The Lost Art of Sales Forecasting!

There are both good and bad surprises in life. In sales forecasting, there are neither! Yet, **accurate sales forecasting remains a lost art for many sales managers.** How do you avoid these *nasty little surprises*?

- ✓ First, sales forecasting should not resemble a game of chance; **you can't count on winning the game with one big home run.** Discount the weighting for big deals when you forecast and make sure you have enough *singles* and *doubles* to win the game. **Let the big hit be your overachievement, not your only hope!**
- ✓ Second, **count on some *sure things* falling out for the quarter.** That's why you should ask: "what if this account slips"; do you have something in the *pipeline* that could replace it? In other words, **a key part of sales forecasting is contingency planning.**
- ✓ Finally, insist on **regular written updates for key account plans and activities.** A written plan forces sales people to carefully consider sales strategy, tactics (including resources) and progress (against goals). It's also the best way to compel individual accountability while encouraging group communication and input.

So, to sum it all up (*in writing!*), play the odds, count on some *sure things* slipping and work enough deals so that you can avoid those *nasty little surprises*!

Sales Tip of the Month

Sometimes sales *pipelines* resemble a pool of stagnant water; it's not fresh and you're never quite sure what's in it. So, *what's the tip?*

- ✓ Regularly **review** and **rank** each suspect / prospect according to where they are in the sales cycle, make sure they fit your company's criteria and be sure to **keep those fresh prospects flowing!**

Next Month's Topic

Next month we talk about a subject that is sure to increase both the top line and emotions; **sales compensation!**

About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven methods and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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