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

Welcome to "Sales Sagacity"!



Have you ever been involved in a community or church improvement project? **Everyone wants to paint, but no one wants to scrape and sand.**

You are, no doubt, wondering what painting and sales have in common. Read on, in this month's issue of Sales Sagacity!

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Managing Partner and Sales Sage

Preparing to Paint Sales



When I was young (*yes, mid last century*), my painting experience was limited to applying a fresh coat of paint to well prepared surfaces. *Then I bought my first home ...*

The previous owner's idea of wall repair was throwing plaster at a dirty wall from 30 feet out and quickly dousing paint over the mound of plaster and grime ... *like that covered anything!*

Needless to say, the paint had peeled, the surfaces needed sanding, and it took days before I ever got my paint brush out. **Building strong, long term sales growth requires the same, careful preparation** if you want the *paint to stick*.

Preparing to *paint sales* is an on-going process that **starts with a good understanding of the market and evolves by testing your assumptions**. Here are some guidelines to follow:

- Define the **broader market** and the **specific segments**
 - ❖ This will provide immediate market perspective and help you to develop future options as the targeting process evolves
- Define **market penetration** targets
 - ❖ This will help you to realistically assess sales goals relative to market potential (*It also helps later in building territories*)
- Define the parameters of your **targeted profile account**
 - ❖ This is vital in narrowing the focus of your sales efforts
- Define the **distribution channels** that best fulfill sales goals
 - ❖ This is the sales model that best penetrates your targeted market segment and the basis for defining sales skills and background
- Define the **product feature/benefits and pricing/positioning**
 - ❖ Map them to the targeted market segments and channels of distribution
- **Align the resources to the sales plan**
 - ❖ Involve sales people in the planning and preparation

There's just no escaping that management 101 class. **You remember the four steps of management, right? Planning, organizing, PAINING and follow-up!**

Sales Tip of the Month

Ever manage one of those innately talented but brash sales people who *winged* every sales call? Sooner or later, lack of preparation always catches up with them.

- There's **no excuse for lack of preparation**, especially when a precious sales opportunity is squandered. **Prepare before you begin painting!**

About The Benjamin Group

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

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