



“Prepare Two Envelopes”



*Winning Sales Management in a  
Down Economy*

# Step One

- Begin with goal in mind
  - What would be considered success?



# Step Two

- Sales Analysis
  - # of Groups a Year
  - \$\$\$ Per Group
  - Divide Sales Goal by above references. (Now you have an idea how much new business is needed.)





# Step Three

---

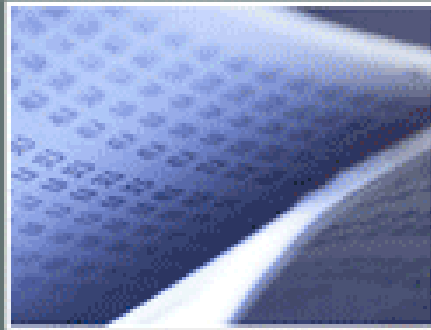
- File Analysis
  - Number of Files



## Step 4

### ■ 80/20 Rule

- Calls per file load
- Calls per Sales Person
- Calls Per Year



# How do we get New Business?

- Prospecting
- Qualification
  - % Qualified



Document!

Document!

Document!