

Not just what to do, but how to do it!

ACTION PLAN FOR SALES SUCCESS

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B2B SALES CONNECTIONS*

*ACHIEVE
YOUR SALES
POTENTIAL!*





Action Plan For Sales Success
By Susan A. Enns

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Action Plan For Sales Success

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“Success is simple.
Do what’s right, the right way,
at the right time.” – Arnold Glasgow

INTRODUCTION

Congratulations! By purchasing “*Action Plan For Sales Success*” you have taken your next step towards achieving your sales potential! Before we get started, a little about why we are here.

Studies show 25% of sales reps produce 90 to 95% of all sales. Clearly, most sales people are not selling up to their potential, and not making the incomes they could, nor producing the revenues they should.

Why is this case? It’s not that the job can’t be done because 25 percent are doing it, and doing it well. It’s because the other 75 percent either are not in the right sales position or they truly don’t know how to sell. If all sales people knew and did what the top 25 percent do, then all sales people would be selling more!

B2B Sales Connections wants to change that. We are an online sales training website with free sales resources, a specialized sales job board and free resume listing services for business to business sales. I guess one could say we specialize in helping b2b sales professionals achieve their sales potential, either by connecting them to the right career choices, or the right skill set. Our website is b2bsalesconnections.com.

My name is Susan A. Enns, and I am Managing Partner of B2B Sales Connections. I have over 22 years of direct sales, management and executive level business to business experience. My accomplishments include being the top sales rep in Canada twice before being promoted to management, managing the top sales branch in the country, and achieving outstanding sales growth in a national channel sales organization. I have written training courses on sales and sales management, created numerous automated sales tools, and my work has been published in several locations numerous times. I am also currently the President for the Sales Professionals of Ottawa.

The reason for me telling you this is not to toot my own horn. It’s just to prove that if I can do it, anyone can! My sales success was not because I am smarter than anyone else. Mind you I have four brothers. If you ever meet them, I will deny I said that.

It was also not because I worked harder than everyone else. True, I did come from a farming family and you do learn a hard work ethic in that environment. The only way you get out of work is if there is an amputation and even then it's only when the bleeding stops. But in reality, most days I had a 5:30 tee off time so my success was not because of super long hours of work.

In reality, my success, like the rest of the sales reps in that top 25% is because I learned how to work smarter, not harder. Someone showed me the right way to do things, and I hope to help you do the same.

“Action Plan For Sales Success” is based on over 50 years of successful B2B sales and sales management expertise. It includes my own personal sales techniques, as well as other successful sales professionals I have been lucky enough to work with over the years.

This is not just a “30,000 foot level” discussion about what to do to sell more. More importantly, this is an action based exercise that will actually show you how! *“Action Plan For Sales Success”* is separated into four sections, each discussing a different stage of the sales process. In each section, we use of specific sales tools and templates. Manual versions of these tools are included here in the appendices located at the end of each section. If you would like to download the automated versions of the tools, you can purchase them in our eStore at www.b2bsalesconnections.com

Together we can all achieve our sales potential! So lets' get started!