



Sales Academy 1

Creating an Impactful Sales Action Plan

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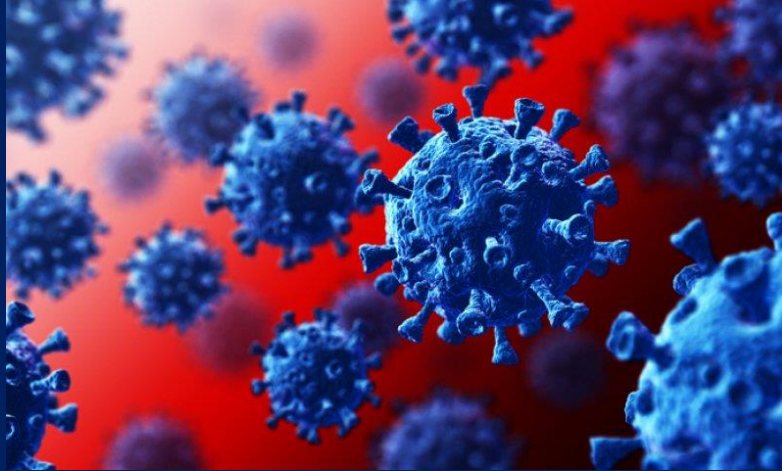
&

Host of The Impact Sessions Podcast



Tuesday 12th May 2020

Small Group.....



**What Elements Might Make Up or Do
Make Up Your BASIC COVID19 Sales Plan?**



Start With Data, Knowledge & Some Research

- **Who** – To Target?
- **Where** – Are They - Geographically?
- **What** – Sector(s) Are They In?
- **Which** – Products to Promote Now?
- **Why** – These Targets & Products?
- **How** – Will I Best Access The Targets?
- **What** – Is My Sector & Individual Customer Plan?
- **When** – Might The Timing Be Right (More Later)?



Individually – The Who & The Why?



Which Sectors Present “Opportunities” For You?

Which Are Currently “Off-Limits”?

In Both Cases, Why?



Geography v Vertical



**The Choice Is Yours
But It Needs To Be a Choice
NOT a Default**



The Balance.....



Existing Customers & Connections

V

New Prospects & New Markets



Other Considerations For Your Sales Plan

- Own Knowledge of Customers – Current Situation
- Interrogation of CRM / Customer Info System
- Dormant & Former Customers
- Previously Visited Prospects
- Previously Positioned Product Conversations
- Industry Knowledge – Players, Growers, Tyre-Kickers
- Your Networks & Connections
- Financial / Sales Reports
- A Customer / Product Matrix?



An Customer / Product Matrix

Simple, Yet Visually & Operationally Appealing

Customer & Product	Product A Tyres	Product B MOT	Product C Spares	Service A Servicing	Service B Valet
Customer 1	X	X			X
Customer 2	X	X	X	X	X
Customer 3	X		X		
Prospect 1	?	?		?	

Can Help Create a Plan & Sales Campaign – [See Sales Academy 2 – 14th May](#)



Getting It Done The Power of You & Your Attitude.....



Some Simple Things To Do -
Simple But Effective!

Let's Consider Your Current Business....

Current Products or Services?

- Classroom Training - No
- Conference Speaking - No
- Event Services - No
- 121 Coaching - No
- Other Training - Unlikely
- Consultancy – Possible (Right Circumstances)
- Podcast - Yes

Potential Based on Team Skill Set & Interests

- Online Training - Yes
- Online Coaching - Yes
- Zoom Based Consultancy – Possible
- Podcast – On Hold
- Create an Online Sales Academy – Yes
- Pivot My Business Model - Yes



Simple SWOT (Strengths & Opportunities Only).....

Strengths

- Reputation
- Brand Awareness
- Existing Client Base
- Connectivity
- LinkedIn Profile
- Existing Collateral
- Experience
- Risk Taker

Opportunities

- Support Existing Clients
- Re-Purpose Existing Collateral
- Enhance Brand
- Leverage Reputation
- Targeted Campaigns
- Re-Launch as Online “Expert”
- Maximise LinkedIn Activity
- Thought Leadership



Competitor Analysis



**Who Is Doing What, How & With
What Impact?**



Another Current Case Study.....



The PPE Wild West in The UK



Do You Have (or Need) a Pivot Point?

PIVOT

"A change in strategy without a change in vision." ~ Eric Ries

**If So, Where Is It, When &
How Can You Manage It?**



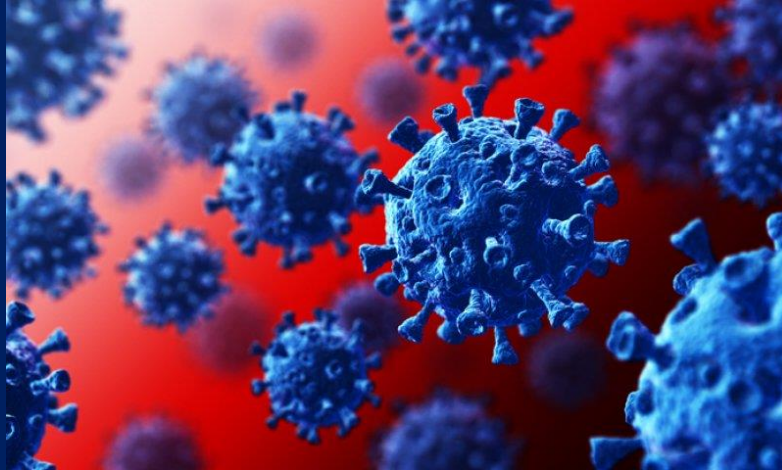
There Is a Saying About Procrastination.....



The Shy Boy Never Got Cake!



Post COVID19 Considerations.....



**Back to “Normal” or New Horizons?
You Need To Be On That Sales Plan Today!**



In Summary

You Need a Plan & You Need to Follow The Steps



Also, That Plan Belongs to EVERYONE in the Business!



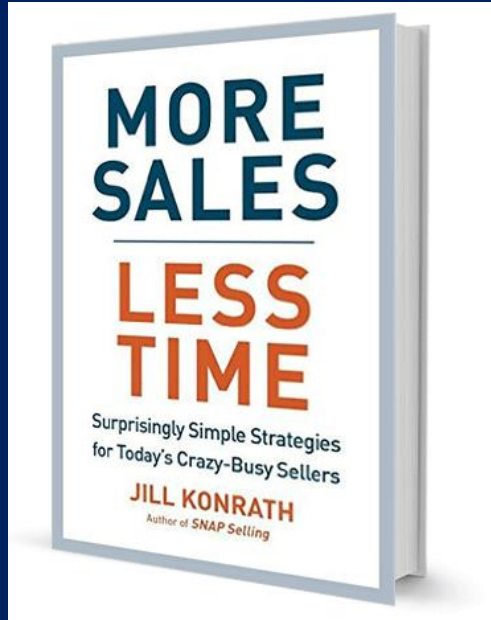
Recommended Listen or Watch.....



**Check Out Podcasts No.2 & No.4
Here**



Some Other Recommendations



Free E-Book
Proven Strategies From the World's Top Sales Professionals
[Click Here](#)



Your Potential Action Plan

- Assess Your Who, What, Why, When, Etc
- Vertical Markets v Geographical Potential
- Existing Customers v New Prospects & Markets
- Revisit Your Data – Find Some Quick Wins
- Do a Quick, Easy, Customer / Product Matrix
- Do Some Competitor Analysis
- Do You Have a Pivot Point?
- Do SOMETHING – Doing Nothing Is Not an Option



What's Next?

The 3,3,2 Formation



ONLINE

SALES ACADEMY

 1 Hour high impact

What's involved?

- Creating an Impactful Sales Action Plan
- Running an Effective Sales Campaign
- Maximising Your Customer Touchpoints
- Creating Inspiring Content
- Pitching Your Business
- Pitching Via Zoom
- Negotiating & Closing
- Key Account Development

[Click Here](#)



Nick Bramley & IMPACTUS Group Connecting & Resources

- If you want to connect via LinkedIn, I would be delighted to accept a connection request;
- [Click Here](#)
- To join the exclusive IMPACTUS Group Online Sales Academy Group on LinkedIn – Members Only;
- [Click Here](#)
- If you want to access a host of supporting content, podcasts, top tips, video etc, check out Nick's website – IMPACTUS GROUP
- [Click Here](#)





Sales Academy 2

Running an Effective Sales Campaign

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Thursday 14th May 2020