

SALES CYCLE OVERVIEW

1

Develop YOU – This is critical because your personal brand is now part of the sales cycle. Prospects are going to look you up. You are going to have to present yourself in a way that creates differentiation, and you have to become what you need to be to be successful.

1. Decide on your brand.
2. Determine differentiated brand items
3. Manage social media
4. Manage online presence
5. Align with company brand

2

Manage your “distribution system” availability. Get clarity of the circles of influence in your life. Who do you do business with today? Who are you intimately engaged with today? Who can you call that knows your name? Who are you planning on calling in the near future and are researching today? How are you “touching” these potential people to expand the distribution opportunity?

Each Producer should set a goal for how many new people will know their name in the next year. Then, the Producer should establish the activities that will guarantee they reach that goal.

3

Know your numbers. If you don't know and monitor four key numbers, you will only have a chance of accomplishing your goal/quota.

1. Your quota/goal = This should be multiplied by 125%. Then, the plan should be built around this 1.25x goal.
2. Your conversation rate = The rate in which you get someone into your sales process from “first visit”.
3. Your closing rate = The rate in which your prospects become clients after giving a final presentation.
4. Your average size account = This is the final document that will give clarity of the math it takes to meet your quota.

4

Set a plan. Each year you should have a 3 year plan of specific prospect names that are scheduled by month to contact. The best producers have this clearly defined at least for one year, and they work the plan.

Build a target account strategy plan for your top prospects. If you can do this for all of your prospects, you will have a higher closing ratio. It should be a non-negotiable to fill this out on the agency top 100 prospects.

5

Manage your pipeline:

- Suspects should be seeing you somewhere. Online, at events, on boards, blogs, social media, etc. Be building future plans for connection. Do research on these companies. Be prepared if a chance meeting happens.
- Prospects are targeted, referred, introduced. A clear plan of action is being actively systems driven.
- Contact and engagement. You have to make the call! This is either live or by phone (possibly by email). This contact is critical to the success of the sale. Will you enter peer to peer? Will you enter subordinate?
- Executive Briefing is a chance to tell your story and make it powerful (PRES, Powerless to confidence, peer to peer).
- Assessment of risk is broader and more meaningful than a typical agent.
- Plan in a way that will prevent, mitigate, finance, assume, and transfer risk. Be a business partner as a Risk Advisor.
- Negotiation closes the conversation. End on HOW you work vs WHAT you offer.

6

Manage your existing clients and continue to bring value through a “Process of how you work vs what you do”. Enhance the value with what you do. Remember, retention is a key to growth. 2-3% retention increase is the same as 2-3% more in sales.