

ORGANIZING YOUR BUSINESS ACTIONS

Optimize your targets and your contact follow-up

Objectives

- Optimise your business prospecting approach.
- Forecast the best sales actions.
- Build your business actions reports.

Concerned people

Entrepreneur, Business Unit Responsible, Business director, Salesman, especially all the players that have to organize their business activity

Knowledge required

Business culture

Duration

From 1 to 2 days

Pedagogy & practice

Lecture – Experiences shared with the participants.

Application:

- Study of experienced situations
- Use of practical tools

Know-How acquired

3 STEPS IN BUSINESS ORGANISATION

1 – Accounts plan - Determine the best accounts to target

Analysis of SWOT pattern

Pareto Method: 3 prospects categories

ABC' Method: Takes into account the potential turnover evolution

Practical tools: Dedicated Excel spreadsheet

2 - Business action plan

Strategy and actions on each targeted account

Methods and tools in order to design business actions

3 – Reporting schedules

Quantitative: methods and tools to measure probable incomes

Qualitative: methods and tools to follow business actions

Set up a personal action plan

Participants' self-analysis: strong/weak points.

Improvement objectives