

Don't shoot the sales person...

We've all seen it; when sales are not on track sales people get the blame, sometimes it is justified but often we find that they just don't have a proposition that the market wants.

We've observed two contrasting situations this month, in both situations sales had stagnated, in our view because the sales team didn't have a clear understanding of what they had to sell.

In one case an enlightened, experienced manager understood that they had no clear value propositions and went about fixing them. In the other they shot the salesman and went looking for somebody else.

Most sales people can only be effective if they understand their target markets and your value proposition for them. It's a management job to provide them, and it's not difficult ...

"The more you explain it, the more I don't understand it."

Mark Twain

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We Say...

Social Networking?

Gartner are making Web 2.0 centre stage for their forthcoming summit, they think that the growth of social networking based on such sites as Facebook and Myspace means that companies will have to change the way they communicate, we've a view that it's less a revolution but more an evolution enabled over the last 20 years, from usenet groups through bulletin boards to today's flavours of the month. Of course companies will have to change, many of their future clients already have. Anyone know a teenager who's interested in press releases?

Linked-in, ecademy and XING are the business incarnations of these sites; they've quietly accumulated millions of users, led (as is often the case) by the head-hunters. Some people are now really using these effectively to talk to people, conversations that can often result in new business.



Forget the hype, forget the 'teenage girl' stigma, these are techniques and tools that are coming of age, Making the most of networking is a challenge for those of us who pre-date the instant messenger and "fone txt 4 u 4 ever" world, it's a different game, we'd like to share your experiences, what works, what doesn't, we've some views and we'd like to share them, txt us, join us on Linked-In, touch base on facebook or myspace, we're there, working out what works!

If you would like to know more either look at our web site www.adara-associates.co.uk
or contact us [by following this link](#).

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"we do whatever it takes to make sales & marketing work better"

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A really good, entrepreneurial sales person would quickly spot opportunities in the marketplace, identify that there is a need, work out how your company can meet that need and create a whole new line of business. Sadly there are very few of these exceptional individuals and those that do exist quickly move to building their own business or heading a division of a larger company.

The mere mortals, the rest, (the majority of sales people) are hard working and process orientated, they need to be pointed in the right direction and given the right tools to do the job. They may not be the greatest at opening new markets but they are usually good at replicating where you've already been successful.

The value proposition helps replicate this success; with a clear idea of who to sell to and what to say they are much more likely to be successful. Developing a good proposition needs a systematic approach, some clear thinking and a bit of hard work. It's the basis for any sensible sales effort as well as your marketing efforts. Take a 5-step approach:

Step 1 – Make sure you can state clearly what you do as a lift statement.

Step 2 – Divide your market or territory into groups that behave differently, estimate, as best you can, how much each group needs what you have to offer, then prioritise them as business opportunities for you.

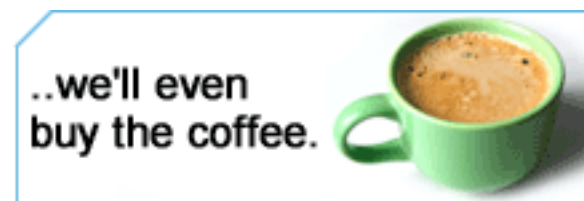
Step 3 – For each priority group, state, based on your knowledge of the marketplace and what you've done for other companies, what their needs are, what their problems are (the ones you can solve).

Step 4 – Make a "best guess" proposition articulating what you can do and the value of adopting it in their terms, in their language. Then test it out on colleagues, friends and customers to refine it and get it right

By following these steps you've got a clear idea of who to contact, what to say and how to say it. From then on it is up to the sales person to get on with it

Naturally we've helped clients through this process and have lots of experience of making it happen, if you're interested in having a chat about what we might be able to do for you, give us a call on

0870 160 1305



Name

Email

Telephone

Company

Step 5 – Write up some success stories, they add credibility, open doors and act as proof statements. If you don't yet have good ones, use smoke and mirrors to make the most of what you do have.

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