

25 Ways Sales Planning will help You Win in 2013

By Ron Snyder

Here are 25 ways having sales plans will help you predictably achieve your results in 2013.

1. Increase your team's sales effectiveness and efficiency.
2. Having a plan improves your probability of success.
3. Maintain better visibility into your pipeline and changes in opportunity status.
4. Focus on both short-term and medium-term objectives.
5. Have early warning signals to course correct quickly.
6. Avert unnecessary stalls in the sales process.
7. Leverage the new insights and plans across the entire year.
8. Address new challenges in your territories, vertical markets and industry.
9. Take advantage of new opportunities.
10. Take a fresh look and implement new strategies.
11. Proactively create new opportunities/ change the game.
12. Make sure each strategy is turned into action.
13. Identify new key players in your territories and strategic accounts.
14. Leverage new partners; or current partners in a new way.
15. Effectively respond to new events and opportunities in strategic accounts.
16. Keep your finger on the pulse of important decisions in your accounts.
17. Implement new ways of adding substantial value to your customers.
18. Build new skills and develop your people in important new ways.
19. Recognize and fill gaps in product knowledge.
20. Generate strategies to beat specific competitors.
21. Use a wider range of resources to accomplish your goals.
22. Create/learn new tools and methods.
23. Manage time and territories more effectively.
24. Create new processes that help the team be more effective and efficient.
25. Coach people even more effectively using their plans.



Won't you and your team be much better off having these factors in your favor?

Plan 2 Win Software

Ron Snyder is President of Plan 2 Win Software. He has helped many companies improve their sales effectiveness, including industry leaders, such as HP, Cisco, Siemens, Philips, Alliance Imaging, Synopsys, Mentor Graphics, Adobe and rapidly-growing companies such as NetSuite, Zeus Technology and Zonare. Plan 2 Win Software was founded by sales veterans and former VP of Sales. We saw that Sales Force Automation Systems needed territory and key account planning tools.

Our sales planning software enables Salesforce.com (SFDC) users to create and manage territory and account plans right in their SFDC environment. These plans are perfect for Quarterly Business Reviews (QBRs) and strategic account reviews. This enables sales teams to fill their funnel with better prospects, make better use of their time and resources and produce better results!

Visit us at <http://www.Plan2WinSoftware.com> and on the AppExchange at: <http://bit.ly/hPTdDT> (territory planning) and <http://bit.ly/eCZcFR> (account planning).

For our complimentary white papers on Territory and Strategic Account Planning, go to <http://www.Plan2WinSoftware.com/free-white-paper/>.

