

## SALES ACTIVATION

### 10 Questions You Should Ask Yourself Before Starting a Project For Activation of Your Sales Operation

Looking for growth within the sales operation is something that we generally strongly approve of. The whole purpose of a business lies in sales not in purchasing. What you can do to ensure the success of your sales activation project is to answer the following 10 questions as accurately as possible – BEFORE the start of the project:

1. Why do you want to start the project? Is your sales operation not efficient enough or not sufficiently effective? Are you driven from outside or do you want to become a frontrunner in a certain area?
2. Do you want more turnover, more profit, less costs? What exactly is your target dimension?
3. Which of your sales staff currently deliver the best performance? How do they succeed in doing so? What are generally the best practices that you can use as a starting point?
4. Is there a sales strategy? If so: To what extent is your current sales strategy linked to the company strategy?
5. Is sales activation possible within the framework of the existing sales strategy, or does a strategic adjustment have to be performed first?
6. Which are the aimed at improvements which form the desired outcome of the sales activation? Is this about a quantum leap or gradual improvement?
7. How do your customers know that you have performed a sales activation? How exactly do your customers benefit?
8. How do you make sure that apart from the necessary sales know-how, functions such as marketing, purchasing, production, F&E, and other relevant operative area will also be included?
9. How do you make sure that the supporting functions such as Controlling, IT, and logistics are involved in a timely manner?
10. Which of the executives is personally responsible for the sales activation project?