



Sales Development

For Healthy Food &
Drink Products



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What Is Sales Development?

Sales development is the process of "warming up" leads or prospects and readying them for the eventual buying decision.

Sales Development is a process designed to manage sales activities into a coherent strategy.

Ensuring the actions of the sales team are S.M.A.R.T.
Specific, Measurable, Achievable, Realistic, Time bound.



Qualified Sales Leads

The term Qualified Sales Lead is used to refer to sales opportunities that have a realistic chance of proceeding to a sale.

You can identify what a sales qualified lead is, based on

- *Demographic qualifiers – is the lead a good fit with your product offering (industry, location, company size) ?*
- *Does your contact person's specific role in the organisation give them decision making authority to purchase your goods ?*
- *Is the target contact willing to engage with your sales team ?*
- *Will they purchase in a reasonable timescale ?*

You should align and prioritise your sales and marketing efforts based on your best sales qualified leads (SQL)



The Sales Process

The process of business development is made up of five key stages:

1. **Targeting** potential customers
2. **Planned process** of engagement and validation
3. **Start trading** – bespoke customer engagement
4. **Post-sales service** - Account management
5. **Develop customer loyalty**

This makes the sales process a valuable part of providing good customer service and can lead to loyal customers and repeat purchases.



Managing the Sales Process

1. Targeting potential customers

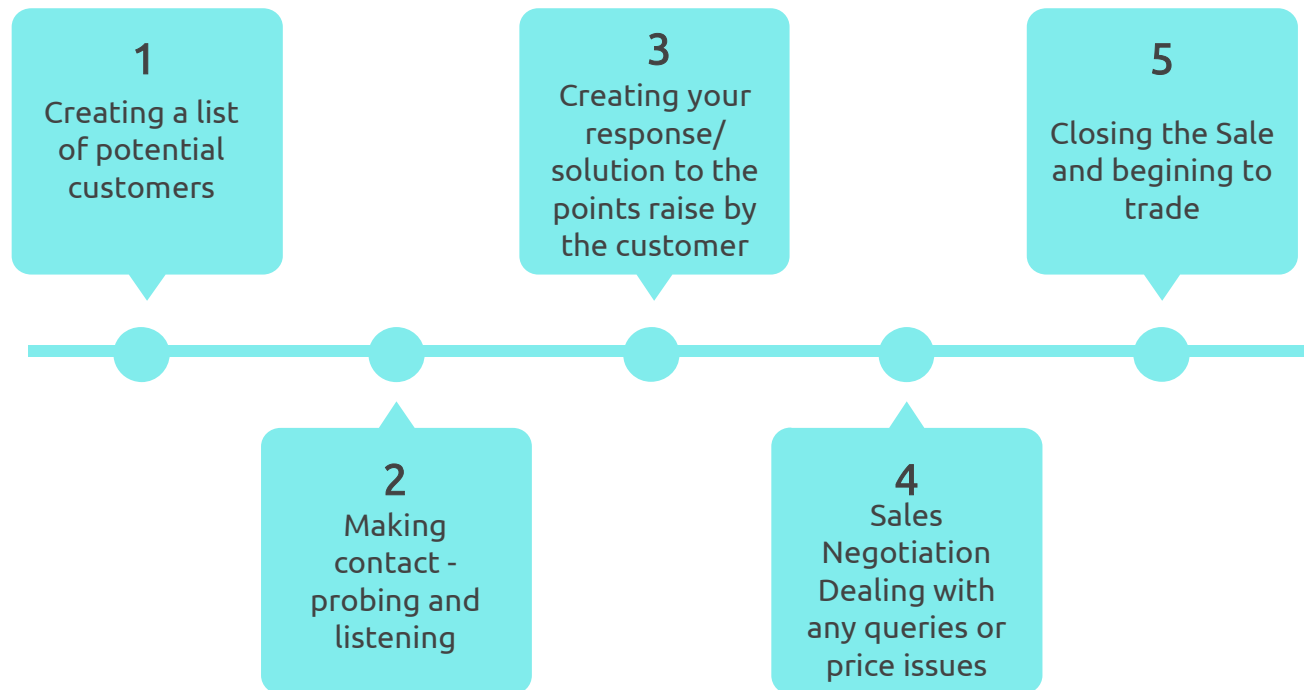
2. Planned process of engagement and validation

Example of Sales Development pipeline –A simple excel sheet can be used to record your target list and the updates of any engagement

	City	County (if any)	Country	DM Full name	DM Job title (in English)	Number of directors & managers	Initial contact Date	Call /Email	Comment	Follow up	2ND contact Date	Call /Email	Comment	Follow up
1	MEJORADA DEL CAMPO		Spain	Mr Francisco Jose Marcos Valero	Adviser; President of the Board	8								
2	JUNEDA		Spain	Ms Josefa Ardevol Capdevila	Administrator	8								
3	COSUENDA		Spain	AGROALIMENTOS LA REDONDA S	President of the Board	7								
4	BOADILLA DEL MONTE		Spain	Mr Jose Maria De La Mata Arranz	President of the Board	6								
5	BINISSALEM		Spain	Mr Jose Luis Cuesta Extremera	Sole Administrator	5								
6	DAIMIEL		Spain	Mr Fernando Cruz Martinez	Sole Administrator	4								
7	ROQUETAS DE MAR		Spain	Mr Ionel Kalamar Marcel	Sole Administrator	4								
8	ASTIGARRAGA		Spain	Mr Ibon Gallego Yurrebaso	Joint and Several Administrator	4								
9	CHINCHON		Spain	Mr Jose Maria Montoro Sanchez	Administrator	4								
10	CONIL DE LA FRONTERA		Spain	Mr Antonio Manuel Alba Brenes	Administrator	4								
11	HUELVA		Spain	Mr Jose Antonio Cardenas Arteaga	Joint and Several Administrator	4								
12	DOS HERMANAS		Spain	Mr Estandislaio Martinez Martinez	President of the Board	4								
13	NAMBROCA		Spain	Mr Benito Alonso Garcia	Administrator	4								
14	TORAL DE LOS VADOS		Spain	Mr Jose Luis Martinez Rodriguez	Administrator	3								
15	ZAMORA		Spain	Mr Miguel Angel Paramio Gonzal	United Administrator	3								
16	SANT ANTONI DE PORTMA		Spain	Ms Rosa Maria Alonso Miguez	Joint and Several Administrator	3								
17	PRIEGO DE CORDOBA		Spain	Ms Maria Encarnacion Garcia Avila	Joint and Several Administrator	3								

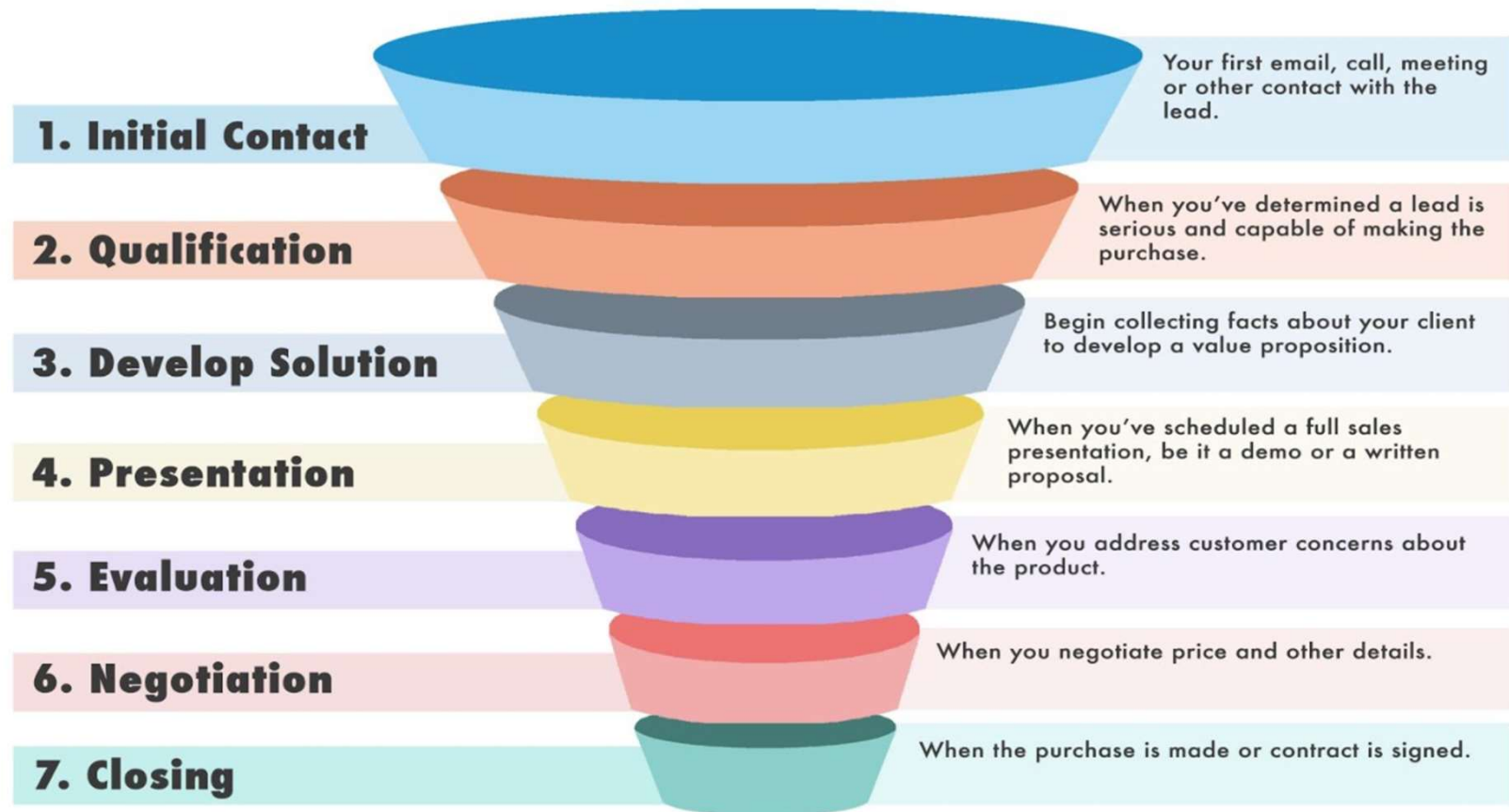
Creating A General Sales Funnel

A sales funnel is widely use to graphically demonstrate the movement along the sales process. There can be as many staging points along the way but the key steps are,



General Sales Funnel: 7 Steps

Generalized sales funnel that can be applied to any small business.



Looking a Bit Deeper into Sales Development

Sales development is the process by which **potential leads are identified, qualified** and prioritised for further sales outreach.

This will help reduce the time and resources spent on low-quality leads that will not lead to sales.

The conversion rate will depend on focused validation based on you having a **strong understanding** of your customers. In other words are you clear that the customer has a

- **Need**
- **Desire**
- **Opportunity**

for your particular product.

A useful tip is to **assign leads a numerical score or %** to rank their sales-readiness.

High scoring leads are ready to buy, while low scoring leads may need some more nurturing.

The initial sales qualification process typically occurs over the phone in an initial discovery call.

What is the difference between Sales Development and Business Development ?

Business development refers more broadly to efforts around entering new markets, building connections to new business, and finding qualified leads.

Sales development refers more narrowly to a sales development process.

The sales development process should start with the **buyer in the spotlight**.

That means that how a company establishes its **ideal buyer personas (IBPs)** and the benchmarks it uses to define a sales-qualified lead are of crucial importance.

Only after **a qualified lead has been fully defined** can a team start to develop the processes, tools, and the tactics that will comprise its sales development apparatus.

You can check out [\(here\)](#) the AHFES module looking at developing Customer (or Buyer) Personas

Sales Development – First Contact

It takes **an average of 18 calls** just to connect to a buyer !

And younger generations in the workforce view phone calls as tedious and disruptive, **preferring to be contacted digitally.**

Sales representatives are the face of your company.

Better than any PR campaign or ad, they are living, breathing, avatars of your brand.

Armed with the right attitude and content, they have the ability to **deliver the personalised and meaningful support** your buyers will want.



Improving Your Sales Development with Role Playing

Role Playing - Using **role-playing exercises** can take the anxiety out of those early calls and prepare your sales representative for rejection.

Educate your team what they should say based on the responses of the buyer, so they can **be prepared** to navigate even the most difficult situations.



Improving Your Sales Development with Templated Scripts

Example Scripts - Phone and email templates are valuable tools that can prepare your sales representatives for the most common scenarios.

To avoid sounding false, they should refrain from saying things or writing things exactly as you have them laid out.

A good script can ensure they **remember key details and questions** to ask and keep conversations productive.



Understand the Buyer

Take time to understand the needs and objectives of the buyer

Check out our helpful training module for more tips on [P3-M6 Managing Successful Buyer Relationships](#)



The Buyer Mindset

- What is going on in a Buyer's head?
- Price Increases
- Performance v Budgets
- Weather Forecast
- Own Label
- Availability
- Category Performance
- Range Reviews
- Promotion Deadlines
- Funding Budgets
- Terms Agreements
- Supplier Emails

The Buyer Type

- Conversational or Straight to the point?
- Friendly or Functional
- Looks after upwards of 80 plus suppliers
- Time starved ?
- May travel a couple of days per week
- Will be working on a number of range reviews – **TIMING IS IMPORTANT**
- Plan up to a year in advance for a Buyer at a multiple retailer or supermarket

The Buyer's Expectations

- You will promote and you will fund Promotions
- You will deliver 100% of the order
- You will offer Marketing Support and an Over-rider / LTA
- You will not cause me sleepless nights
- You will make my job easy
- You will provide all of the information I need quickly when I ask for it
- You will reply to my message or return my call, even if I ignore you for weeks and months !

The Buyer's Role

- What are their objectives ?
- What do they need to achieve ?
- Who are they responsible to ?
- What is their background / knowledge ?
- Do they need your product ?
- What pressure are they under (what are their KPI's (key performance indicators) ?
- Do they want to increase the category or do they want to increase their profit margin ?

What is your



Proposition

What is Your Value Proposition ?

The value proposition is your process for showing **what's different about your product.**

Value Proposition

is the marketing term used to refer to
***an innovation, service, or feature intended to make a
company or product attractive to customers.***

A value proposition is **a promise of value** to be delivered, communicated, and acknowledged.

It is also a **belief from the customer** about how value (benefit) will be delivered, experienced and acquired.

A value proposition can apply to an entire organisation, or parts thereof, or customer accounts, or **products** or services.

Conveying Your Value Proposition

Most customers when asked are usually delighted to tell the story of why you're different and how easy you are to do business with.

Video testimonial is widely used affordable selling tool also when created correctly customers rate them as highly believable.

Consider **Rebooting your value proposition** -

Here are 6 steps for you to follow to reassure a Buyer by answering their likely questions

1. What will you do?
2. What are your differences ?
3. Is there a customer risk ?
4. How can show me ?
5. What effort will be needed from me ?
6. What is the cost real price ?

Examples of Value Propositions



Shopify

Everything you need on a single platform

Visitors know they have a helping hand

From first sale to full scale



McDonalds

Convenient locations

Comfortable seating and in-store facilities

Fast and efficient service



Mailchimp

Bring your brand to life

Intergraded campaigns

Turn Data into insights

Elevator Pitches

A study conducted by Microsoft found that the average person has an attention span of around eight seconds, meaning you'll have to fight for that undivided attention !

That's no small task. So when it comes to a great elevator pitch, aim to keep it around 30 seconds—though the exact length can vary depending on your industry and what you're pitching.

- Introduce yourself
- Present the problem
- Offer the solution
- Explain your value proposition
- Engage the audience

Part on a Positive Note

While most of the hard work is done by the end of a successful meeting, it's important to engage your audience with a compliment or question before you part ways.

Always err on the side of being genuine rather than delivering a scripted goodbye.



Closing the Sale

Heading into a **closing conversation** with a prospect is always a nerve-wracking experience. No matter how impressed they seemed, or how enthusiastic your point of contact is, there's always a chance your deal won't pan out. Here are 5 key points to remember in when closing a sale.



"Closing the Sale" Process

Do your research

Understand both your company's offerings and the nature of your prospect's business to find the **solutions that will work best for them**

Set expectations

Set expectations early in the sales process, and ask your prospect difficult questions about factors like their budget and timeline before providing them with something they want

Tell a story

Share a story about a client who was similar to the prospect in size, industry, or pain points. Then **share the benefits** that the company experienced as a result of using your solution.

Pitch the benefit, not the product

"People don't want to buy a quarter-inch drill, they want a quarter-inch hole?"

When working with a prospect, the same logic is true – how can you give them what THEY want ?

"Closing the Sale" Process

Handle objections

Listen to them and **validate** their objections.

Then, ask additional **clarifying questions** and **respond thoughtfully**.

Ask for the sale

Once you're confident in the solution you're providing to the buyer and their company, it's time to **ask for the sale**.

Arrange next steps

Gather the contact information for the person responsible for signing the contract and any additional paperwork.

Account Management

What is account management?

Account management is a post-sales function focused on nurturing a company's relationship with existing clients

Account Managers have two primary responsibilities

1. Retain a customer's business
2. Grow that business over time



Key Responsibilities of Account Managers

Here are an **Account Manager's** key duties.

Serve as the **day-to-day contact**

Lead regular **Check-in meetings**

Show a **proactive customer communication** approach

Provide **consultative selling**

Account Managers **grow revenue** for the company

Identify **new opportunities**, perform **renewals and upsells**

Protect current business and ensure existing customers stay with the company

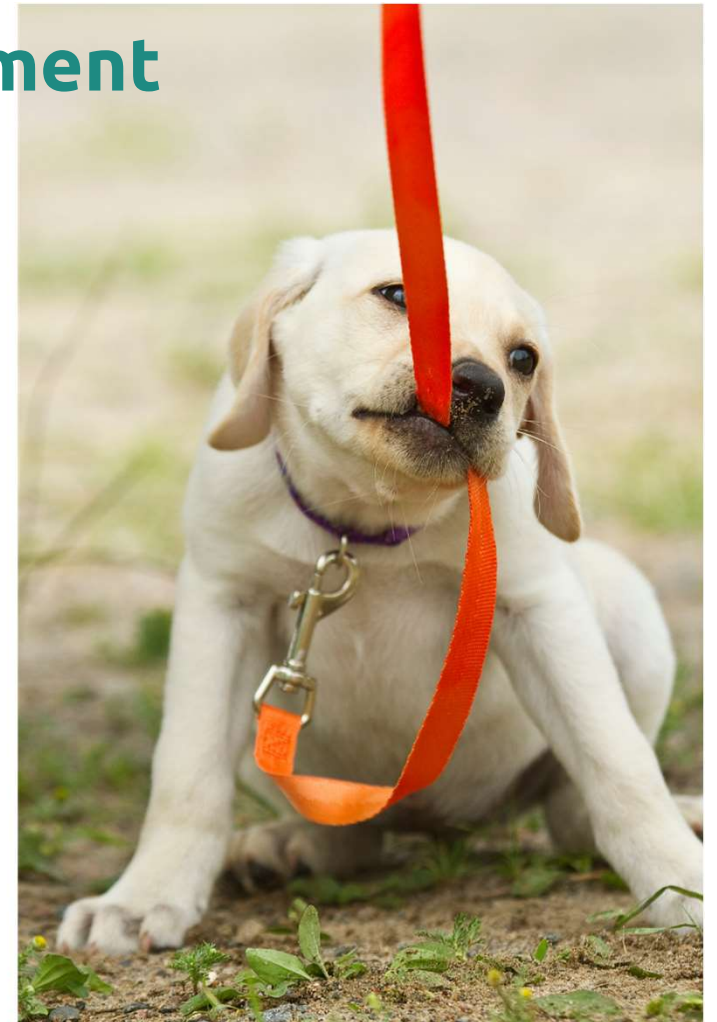
Analyse data and deliver regular updates

The Importance of Account Management

An Account Manager must cultivate their role as a **consultant to the client**

This serves to **build trust and deepen the relationship.**

*Retaining customers is important for a business to grow because constantly **replacing defecting clients is five times more costly than maintaining an existing relationship and can significantly reduce profitability***



Recap of the Sales Development Process

1. Research

Exploring potential customers – gaps in the market – new opportunities

2. Sales Funnel

Planned series of actions and a record of activity

3. Validation

Ensure your efforts are focused on the most achievable opportunity

4. Value Proposition

Understand what you have to offer and the benefits you can provide

5. Closing The Sale

Removing the last obstacle and confirming the sale agreement

6. Account Management

Nurturing a company's relationship with new & existing clients

Recommended Further Reading

Just click on the link below to access more of our helpful AHFES training modules

Alternatively, you can go to the training section of the AHFES webpage to access all of the current training available. www.ahfesproject.com

P1-M6 Defining Your Brand Values

P1-M2 Using Market Insight

P3-M1 An Introduction to Market Development Principles

P3-M6 Managing Successful Buyer Relationships





**Atlantic
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We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AFE project .
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This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other training available [please click here](#).



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