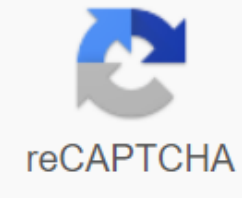




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## Sales plan example

The opinions expressed by the participants of the entrepreneurs are their own. How can I hire good sellers? A: Outstanding sellers come in all shapes and sizes. So your job is to come up with a way to find those candidates who walk through the door primed for success. Don't shoot from the hip. In the hiring process, develop a system that improves your chances of a better choice. The key characteristics to look for are a willing, shoe-intensive salesman with a strong, disciplined work ethic. Sounds impressive, but the trick is to find such the perfect candidate. Here are some rules to follow: Rule #1: Create a candidate profile. Do your homework. Create a system before trying to interview your next prospect. Create a seller profile that is compatible with your company. Ask yourself the following questions about the best sellers you've ever hired:1. What do my best sellers do differently than the rest? (For example: Early risers that usually makes scouting calls the first two hours of the day.) 2. What is their level of education? 3. What was their employment history before joining my company? 4. Are they able to work without supervision? 5. What was the level of knowledge about their sales skills? 6. What is their level of verbal and written communication skills? 7. How much sales training do they require? 8. Do they have good organizational skills? 9. How much money did they make before joining my company? 10. Is there a general situation or trait in each of their origins that allowed them to come to my company and succeed? (For example: The eldest child in the family? highly motivated by money?) Tip for New Entrepreneurs: Interview some successful role models and ask them above questions about their sellers. Rule number 2: Build interview questions. Design and ask interview questions that will give you a better understanding of how the candidate thinks and acts. Then you can determine if they have values and motivation that will complement your company. Create your own questions based on what you've discovered by applying the first rule. Here are a few examples:1. What is your opinion of most sellers? 2. What will you borrow from school? 3. How do you feel about cold calls and knocking on the door for business? 4. What are your income goals? 5. Why are you considering sales? Or why do you change companies? 6. What is the strongest asset you bring in this career? 7. How would you cope with this situation? (Prepare a sales scenario that includes a call or objection/refusal.) 8. Where do you think you will find most of your prospects? Rule number 3: Start with a resume. No one should be interviewed until they send you a resume. Then decide if the interview is appropriate. During the interview, don't be tempted to miss key questions because you get a good feeling about the candidate. Candidate. Focused. Ask questions and listen. Remember that the candidate must sell you on the hired them. Don't change roles. Daniel Kennedy is an authority on sales, developing peak productivity relationships and winning customers for life. Call her at (800) 848-8070 or visit [www.daniellekennedy.com](http://www.daniellekennedy.com) for information about consulting for your business. The views expressed in this column are those of the author, not Entrepreneur.com. All responses should be general in nature, without taking into account specific geographical areas or circumstances, and should be relied upon only after consultation with the relevant expert, such as a lawyer or accountant. We've created a SYOB course to help you start your entrepreneurial journey. You can now sign up for as little as \$99 and get a 7-day free trial. Just use the promo code SYOB99 to qualify for your offer. Start my 7-day free Test Jumpstart of your business. Entrepreneur Insider has your access to the skills, experts and networking you need to get your business off the ground, or take it to the next level. Do you pay too much for business insurance? Do you have critical coverage gaps? Trust the entrepreneur to help you find out. December 1, 2000 6 min read This story appears in the December 2000 issue of . Subscribe Kevin Ridolfi realized that he had a million-dollar idea: a product called T Mate that will help new and high handicap golfers with their errant shots of golf. Unfortunately, success did not come as easily as he had hoped. What Ridolfi learned during the plan-selling idea itself was a lesson that speaks to all inventors, high handicap or not: No one will hear about the great idea unless sold with the right promotion, warns the 29-year-old Centereach, a New York, resident. However, the slow start does not embarrass Ridolfi, who quickly moved on to Plan B: licensing his product to another golf marketer. Well, Ridolfi doesn't count his money just yet, but he still believes in his idea, and he's willing to move on to a C-distribution plan through training activities for young golfers if his current licensing agreement doesn't work. In a nutshell, it's not stuck on just one option for its product. And that may be the key to getting it on the shelves. Initial development stagesOne the reason Ridolfi decided to move forward with T Mate was the minimum cost: He was able to make prototypes and do the packaging himself. His first models, for example, were just the language of depressors. And it was easy to test the product: He had a few friends try out his model as well as his fiancée, who had never played golf, and yet was able to crack some great drives down the fairway. In the success of the product, Ridolfi decided that the patent was in order before he could sell the product. He sought the help of a patent agent (compared to the higher cost of a patent Including time for patent search, it was a year before Ridolfi's patent application was accepted by the U.S. Patent and Trademark Office. This recognition was what he needed to declare his product patent in anticipation and start selling. This year was not wasted: Ridolfi spent time searching for products that he could use as a model for packaging and pricing his product. Using a device called Skycopter (a plastic X-shaped tool used in stores), he assembled the model, took it to a local U.S. Golf store and piqued the interest of a manager who told Ridolfi to return when the product was ready. From there he experimented with the best way to draw attention to his product. Plan A: The sale on his OwnOnce Ridolfi was patent-up status for his product, and he was ready to sell, he placed a display in a GOLF USA store. It also got four or five other stores on Long Island to carry its product. When I could, I'd go and visit the stores and see how the product was doing, he says. The product was sold, but not as fast as he had hoped. I did everything myself and holding full time; I didn't have time to get the product off the ground. Plan B: Licensing Ridolfi's initial effort gathered his local publicity, and he was contacted by Vista Pro Inc., the maker of Shaggy Jr., a golf ball dispenser. Vista Pro offered to sell these two products together for \$29.95 in a major live-response television campaign in the New York area, so Ridolfi signed an exclusive licensing agreement with the company, and the television campaign began in December 1999 for the holiday season. Ads ran at stations across New York, New Jersey and Connecticut. Sales came from ads, but not enough to generate enough revenue for either Vista Pro or Ridolfi. Vista Pro started putting together a distribution program in early 2000 to get products in stores, but it's too early to determine how successful this program will be. Small StuffMost inventors are looking to large companies to license their products. But, in fact, large companies rarely license new products. You are much more likely to get a license from a small to medium-sized company that is trying to build a product line. Keep an eye on other small companies in stores, in trade magazines and at trade shows; You probably won't find them in big catalogs like the Thomas Register of American Manufacturers. You may also want to consider giving small marketers a private label agreement where you supply the product to a marketer to be sold under his name. Such an agreement requires much less investment for selling parties than a license, and it also allows the inventor to retain more control over the product. Plan C: GolfersRidolfi still hope that Vista Pro will work. Now he has realized that his clients are new golfers who are unlikely to visit the big big shops because they cater to the best golfers. If necessary, Ridolfi will use the market for new golfers, which includes golf schools on local golf courses, golf leagues for junior golfers and driving ranges. Ridolfi doesn't know yet how he's going to put Plan 3 into action, but he's pretty sure he's not ready to give up. He has advice for inventors: If you think the idea is going to make you rich quickly, you can forget about it. While it is difficult to know The Final Fate of Ridolfi, virtually every inventor goes through the same ups and downs that Ridolfi experienced. I recently spoke with a local inventors club to offer an insight into why inventors succeed. I singled out many of the successful inventors I have spoken to over the years, and the two common elements in all success stories were the Bulldogs' determination and reluctance to concede defeat. If your first efforts fail, just open the next door - it could be the door to your success. It's important to follow Ridolfi's example: learn from each experience and keep trying until you find the winning combination to put your product on the market. Be ProKevin Ridolfi has held down its patent costs with the help of a patent agent, but it still costs \$3,500 and it will have another bill as soon as the patent is issued. If you want to get a patent but you don't have tons of money, you may want to consider PatentPro software from Kernel Creations. PatentPro asks you questions about your idea and then converts that information into a finished patent. At \$329, the software is not cheap and you still have to send about \$1,000 to the Patent and Trademark Office (PTO), but the result is still much cheaper than using a patent agent or attorney. PatentPro, compatible with Windows 95/98/00, includes forms, checklists, and the full text of the PTO Patent Review Manual. For more information [www.4patpro.com](http://www.4patpro.com) or call (888) 472-8776. Don Debelak is a new business marketing consultant who has been introducing new products for more than 20 years. He is the author of Bringing Your Product to market (John Wylie and Sons). Sons). sales plan example pdf. sales plan example excel. sales plan examples powerpoint. sales plan example word. sales plan example ppt. sales plan example free. sales plan example doc. strategic sales plan examples

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