



DiscoverPerformance  
GENERATING BUSINESS ENERGY

# Model for Sales Effectiveness

Define, acquire and solidify your ultimate clients.

## What are the criteria of your desired client?

	E.g. Size, location, spend, distribution, spend? (List about 10)
1.	
2.	

**Name your ideal prospects:**  
(Often your competitors best clients)

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## Do your current clients meet your criteria?

Client Name:			
	Criteria: (As Above)	Yes	No
1.			
2.			

Mostly  
Yes



**Create Long-Term Relationships**

Solidify Business Relationship			
Client:			
Criteria	Score		
E.g. contact points	1	2	3
E.g. no. products purchased	1	2	3

These clients may be worth keeping on the books, but not worth proactive sales effort.

Continue to fill orders and requests, and reassess their organisation at a later date.

Mostly  
No



**Be an Order Taker**

Solidify Relationships With Staff			
Name	Role	% of decision	What they see as value

Visit our Members Area for completed templates of sample customers, 15+ criteria for solidifying B2B relationships, and many more resources to improve your sales department.

