

Spinning Plates in Sales Solved *or Help Has Arrived!*



Ever see a performer spinning a plate on a stick, then adding a second plate, and keeping both spinning? We're amazed and entertained because it is very difficult to do... and then the third, and fourth, etc.? It borders on magic. He does it to entertain to make a living.

Transfer that image to sales professionals chasing quota who try to handle many sales campaigns that stretch over many months with many activities. We have our spinning plates in the air also...to sell to make a living. Similarly the sound of a plate crashing to the floor is just like the drop in our self-esteem when a campaign goes south. Do we have an inherent problem here requiring more investigation?

The key to the multi-plate spinning is the rotational action that creates its own stability. Monitoring the rotational speed of each plate is what we call attention-to-detail. We are in awe of professionals with such concentration.



Examining our own concentration skills, we typically leave one prospect to focus on another. Does any method exist in our skills repertoire to return to the unattended campaigns easily, to give them another spin? In your current world is there actually a campaign to come back to, or does "campaign" loosely imply the collection of experiences and aspirations we link mentally to a prospect?

Let us focus on the *idea* of a campaign. Existing in our minds is really not a campaign but loosely connected thoughts, mostly of what might happen. We remember some activities, especially the painful ones. We struggle to assemble the future-looking thoughts concerning any one prospect. Where do we go for help: SFA system, Outlook, PDA, notes? In a dynamic environment the usefulness of their information degrades fast. There is no platform to move forward from... everything is up in the air. Follow me into an exercise to strategize/plan. This will not be easy because you will need to mentally reconstruct each campaign:

What is the next-step in your campaign1?
What is the next-step in your campaign2?
What is the next next-step in campaign1?
What is the next step in your campaign3?
What is the next next-step in campaign2?
What is the next next-step in campaign3?



And a selling career full of the same questions, right? Do we really think this way, or are we forced into each next-step at the prospect's request or in desperation to have something to do next, or is it something in between?

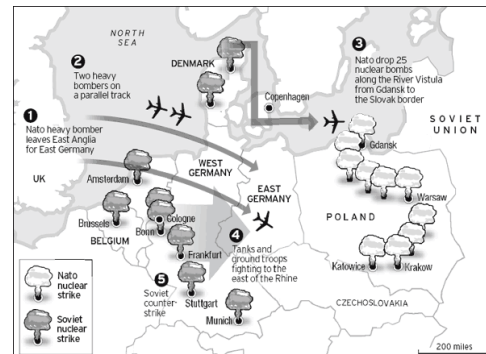
This sequence of next-step and next next-step is what we sales professionals do constantly to stay on top. Is this our own version of spinning plates? How many will you handle effectively, and how many will you drop?

A key here is how often we return to our various campaigns to refocus, or do we revisit each campaign only when we can, having lost real momentum? We are shocked to find that we are no longer influencing actions in those campaigns but reacting to other forces, i.e., the competition. Project this scenario across your annual production. We need help, right?

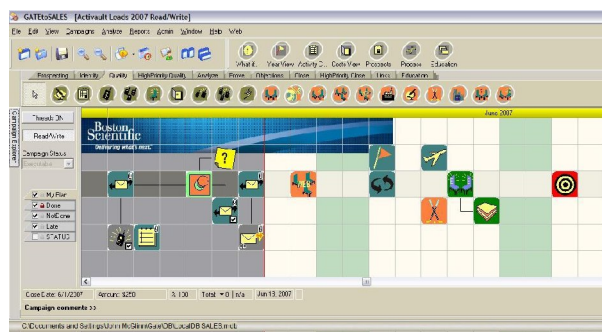
The technique we must all apply more effectively is strategizing, not found in current SFA because that is all about recording, not thinking ahead. Reps need to strategize more to anticipate economic influences, the target company's changing priorities and the competition. We cannot succeed by stepping from one activity to the next "naturally". We need to manage the situation as much as possible. The one method to protect ourselves and anticipate the right next-step is to strategize and plan effectively. We do not now because no reasonable technique is at our fingertips... or cursor.



WWII UK Strategy Room



Cold War Plan



GATeToSALES screenshot

Our break-through product GATeToSALES provides the methodology to create campaigns in one place, a cohesive view with past and future. This campaign or "thinking space" enables the sales professional to arrange and sequence company-specific sales activities into an account plan. This method of *thinking out loud* helps us to contemplate each campaign's next-steps, to trap good ideas, to strategize and plan every campaign worth winning.

Seeing the layout of a plan creates continuity to the collection of events and activities we call the sales cycle. That sense of continuity is unique with GATeToSALES and allows for more effective strategizing, planning and tracking. This distinction is significant because **strategizing improves performance**. The resulting overview or *vision for success* provides a constantly evolving plan of action that helps us see our path to the close. Now our forecasting is more accurate, and success can be planned. Click the "Sf.com" button, and GATE updates Salesforce.com... with less spin.

Help has finally arrived! Contact info@GATeToGOALS.com