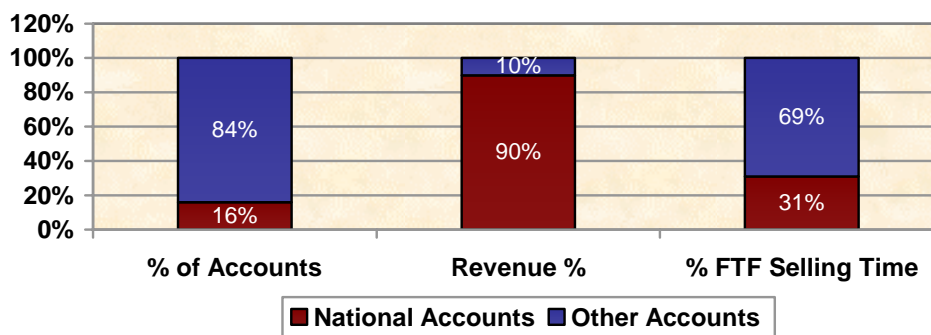


Focus Selling Time to Solidify Customers and Add Revenue

Often sales management's proposed solution to competitor intrusions and flat or declining revenue is "more feet on the street." And, insufficient attention is given to evaluating the merit of adding staff versus implementing other resource allocation strategies that optimize the revenue return on selling time.

A large distributor client having centrally located national account and geographically deployed field sales resources experienced a drop off in attention by field sales personnel to the geographic sites of its national accounts. This presented a significant revenue opportunity for its competitors. The following analysis revealed the magnitude of the problem.

National vs. Other Accounts



A way of improving the coverage of local national account sites was definitely needed. But, how? Should the company hire more geographic sales representatives and re-deploy its resources? Or, could current field resources make more and better quality sales calls?

Further analysis also revealed that low value, unproductive tasks were consuming an excessive amount of field sales representatives' total time – as much as 54% of potential selling time. Readily available market data confirmed current practices had to change significantly.¹

Utilization of Sales Rep Time	Average	Range
Selling	60%	55% - 65%
Administration	27%	10% - 45%
Traveling	18%	5% - 25%

¹ The Customer-Selected World Class Excellence Ten Year Research Report, The H. R. Chally Group. Survey results encompass 7,200 sales forces in more than 20 industries.



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Eliminating the clutter that had built up in the sales task, realigning support for the field sales effort and reallocating resources freed up time for field sales resources to focus on national accounts' local sites. Finally, adding a component to the field sales incentive plan that enabled field sales personnel to share more meaningfully in improved national account revenue reinforced national account selling priorities.

In the end, enhanced customer interactions frustrated competitors, enabling revenue growth faster than business plan expectations without additional staff expense.