

CONSULTATIVE SELLING PLANNING GUIDE

This guide has been developed for Consultants to support their sales planning activities. The foundation for good sales starts with targeting the right points of contact in the right businesses. It is better to consider planning a number of lists rather than one long list of contacts who you haven't spoken to for a while.

Consider the following categories of prospective sales calls:

- New points of contact in your existing client base
- Clients who work with a different team where there are cross-selling opportunities
- Competitors of your current clients
- Clients where contractors have been placed but no perm business (and vice versa)
- Hot leads and backfills
- Hot bosses – managers of candidates you have out on interview, where the candidate could prove to be next month's resignation!
- PSL Users – Clients who claim to have a PSL with another agency
- Missed revenues – Clients you know have recruited this year without giving you a look in on the job
- Lost revenues – Clients who have given you jobs where you did not fill it
- Competitor Users – Clients who have contractors who you know and are there through your competitors
- Old leads – Have they filled it? Is the candidate working out OK?
- Business Intelligence – Who's growing? Which businesses are doing well? Who has new projects starting soon?
- Candidate Specs – A list of prospective clients who would employ a candidate with a specific skill set

All of the above are potentially good calls to make. When you are planning your call list it is important that you have enough prospects to call. It is better to over plan than run out of people to phone.

I would recommend somewhere between 60 and 80 planned sales calls will provide enough material for 2 hours of sales activity. No panic, I don't expect you to talk to them all! It's enough to dial and talk to 10.

Next, think about your ammunition – What is your reason for calling these prospects?

I recommend that you always have the details of two or three High Value Candidates (HVCs) that you can use to spec to the points of contact that you target as appropriate. For each of your HVCs make sure that you have:

- A summary that you can deliver to the managers you get through to that communicates what makes your candidates so good in less than 90 seconds.
- A prepared follow up email to send with information about the candidate you are representing.
- Job forms so that you are prepared to take in a job properly, first time!