

## **Planning Improvements to Products, Prospects and Performance**

**Tracking leads and proper interpretation of reports can reveal trends.**

Each month when you review sales reports, look for trends. For example, you might find that, of the leads closed to date, over half have been with banks. Ascertain why by calling a few salespeople who closed those leads.

If you have discovered a trend, here's what to do and why:

- ▶ Let the rest of the organization know.
  - Perhaps your company's product meets a new need in banking.
  - There may be a market for expanded products or applications.
  - Other marketing opportunities for your company may exist.
- ▶ Point out that this trend was uncovered as a direct result of a trade show which you should specify.
- ▶ Make sure that you are the person who informs upper management.
- ▶ Research banking vertical market trade show opportunities.

**Proper tracking of reports may reveal negative trends as well.**

- ▶ You may find that a particular territory is not closing any orders.
- ▶ There may be a decline in sales potential in industries in which your company had successful market penetration.

**Your company's sales managers will use reports to measure sales force performance.**

Individual performance is important to you also. The future of your program is dependent on your reliance of the field force in closing sales that result in profitability for your program.