



SBRConsulting

Sales Director 100-Day Plan

A 100-day plan for a new Sales Director is crucial for setting the tone, establishing priorities, and achieving quick wins. This guide is a suggested outline.

FIRST 30 DAYS

Assess and Learn



<input type="checkbox"/>		<ul style="list-style-type: none">• Review the company's mission, vision, and values.• Study the products or services offered and understand the competitive landscape.
<input type="checkbox"/>		<ul style="list-style-type: none">• Schedule one-on-one meetings with each team member.• Gain insights into their roles, strengths, and challenges.• Identify key performers and potential areas for improvement.
<input type="checkbox"/>		<ul style="list-style-type: none">• Analyse the existing sales processes from lead generation to closing deals.• Identify bottlenecks, inefficiencies, and areas for improvement.
<input type="checkbox"/>		<ul style="list-style-type: none">• Review customer profiles and feedback.• Identify key customer segments and understand their needs
<input type="checkbox"/>		<ul style="list-style-type: none">• Conduct a SWOT analysis of the sales department.• Identify strengths, weaknesses, opportunities, and threats.

DAYS 30-60

Strategy Development



SET CLEAR OBJECTIVES

- Define short-term and long-term sales objectives aligned with overall business goals.



DEVELOP A SALES STRATEGY

- Create a comprehensive sales strategy that addresses market positioning, target segments, and competitive advantages.



PERFORMANCE METRICS

- Establish key performance indicators (KPIs) for the sales team.
- Implement a system for regular performance tracking and reporting.



TRAINING AND DEVELOPMENT

- Identify gaps in the team's skills and knowledge.
- Implement training programs to enhance skills and address deficiencies



TECHNOLOGY ASSESSMENT

- Evaluate the effectiveness of existing sales tools and technologies.
- Implement or upgrade systems to streamline processes and improve efficiency.

DAYS 60-90

Implementation and Refinement



COMMUNICATION PLAN



- Develop a communication plan to share the new strategy with the team.
- Foster a culture of transparency and open communication.



PROCESS OPTIMISATION



- Implement changes to optimise sales processes based on the initial assessment.
- Monitor the impact and gather feedback for further refinement.



TEAM BUILDING



- Foster teamwork and collaboration within the sales team.
- Recognise and reward achievements to boost morale.



CUSTOMER ENGAGEMENT



- Implement initiatives to enhance customer engagement and satisfaction.
- Encourage the team to focus on building strong customer relationships.



PIPELINE REVIEW



- Conduct a thorough review of the sales pipeline.
- Identify potential roadblocks and implement strategies for overcoming them.

DAYS 90-100

Evaluation and Planning for the Future



PERFORMANCE REVIEW



- Evaluate the team's performance against established KPIs.
- Recognise achievements and address any performance issues.



FEEDBACK AND ADJUSTMENTS



- Gather feedback from the team and stakeholders.
- Make necessary adjustments to the sales strategy and processes.



LONG-TERM PLANNING



- Outline a roadmap for the sales department for the next 6-12 months.
- Consider expansion, new market opportunities, or product/service enhancements.



BUILD RELATIONSHIPS



- Strengthen relationships with key stakeholders both internally and externally.
- Leverage these relationships to support future sales initiatives.



CELEBRATE SUCCESS



- Acknowledge and celebrate the achievements and milestones reached during the first 100 days.
- Reinforce a positive and forward-looking culture within the sales team.