

*ESBRConsulting* 

### 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







- Review the company's mission, vision, and values.
- Study the products or services offered and understand
- the competitive landscape.







- Gain insights into their roles, strengths, and challenges.
- Identify key performers and potential areas for improvement.





**MEET THE TEAM** 



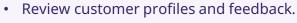
- Analyse the existing sales processes from lead generation to closing deals.
- Identify bottlenecks, inefficiencies, and areas for improvement.





**ANALYSIS** 





• Identify key customer segments and understand their needs





- Conduct a SWOT analysis of the sales department.
- · Identify strengths, weaknesses, opportunities, and threats.

**DAYS 30-60** 

#### Strategy Development







- Establish key performance indicators (KPIs) for the sales team.
- Implement a system for regular performance tracking and reporting.
- Identify gaps in the team's skills and knowledge.
- Implement training programs to enhance skills and address deficiencies
- Evaluate the effectiveness of existing sales tools and technologies.
- Implement or upgrade systems to streamline processes and improve efficiency.

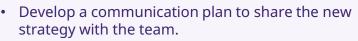
DAYS 60-90

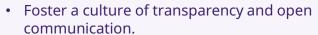
## Implementation and Refinement













PROCESS OPTIMISATION



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



TEAM BUILDING



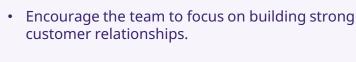
- Foster teamwork and collaboration within the sales team.
- Recognise and reward achievements to boost morale.



CUSTOMER ENGAGEMENT



Implement initiatives to enhance customer engagement and satisfaction.





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



- Evaluate the team's performance against established KPIs.
- Recognise achievements and address any performance issues.
- Gather feedback from the team and stakeholders.
- Make necessary adjustments to the sales strategy and processes.
- Outline a roadmap for the sales department for the next 6-12 months.
- Consider expansion, new market opportunities, or product/service enhancements.
- Strengthen relationships with key stakeholders both internally and externally.
- Leverage these relationships to support future sales initiatives.
- Acknowledge and celebrate the achievements and milestones reached during the first 100 days.
- Reinforce a positive and forward-looking culture within the sales team.