



What Do You Know About Your Clients?

Do you know what are the pending issues with each one of your company's clients? Do you know if each one of them is being visited at a proper rate, maximizing all of its potential value?

Five Commercial Ideas. That is what we propose for the year 2011, to convert commercial challenges into concrete opportunities. Numbered ideas, but not ordered by importance, especially considering that its application, if deemed appropriate, depends on each company.

The company Sales Force is its mean prime communication with its clients, representing the greatest opportunity for the company to communicate with them. It's fair to say that the more productive the Sales Force is, more effective will the communication be, and also greater the respective competitive advantages will be, resulting in more sales and more satisfied customers.

The question that arises then is: how to increase the productivity of a Sales Force? The proposed answer is: with control, motivation, management and opportunities. An idea will be presented for each one of these topics. This Opinion Bulletin will approach the Control.

Idea 1 - Sales Force Control

The Sales Force control corresponds to the knowledge of what it was doing in the past and what it does in the present. This is, which contacts are kept or maintained with existing or prospecting clients and the respective matters approached. It also includes the subjects that each client wants to see solved, if any.

This single, complete and consistent repository of information across the company, will allow the whole company to be assertively orientated to its clients, managing them in a more personalized and effective manner, which results itself in an increased Sales Force effectiveness, with clear advantages for the company.

A more effective and assertive Sales Force management will allow a tighter control to be exercised upon it, guaranteeing that all questions

and matters raised by the company's clients will be properly dealt. Matters like credit, commercial campaigns and administrative issues, for instance.

What is the value of being sure that the company's Sales Force is actively engaged in their job, keeping the rate of clients contact to ensure that each commercial opportunity will be properly taken care of?

Do you know what are the pending issues with each one of your company's clients? Do you know if each one of them is being visited at a proper rate, maximizing all of its potential value? Do you know if your company's latest commercial proposals were presented to the foreseen clients? If so, congratulations. If not, what would be the value to your company if you knew?

Besides, what do you estimate that would be the impact of sending an e-mail to your clients containing a summary of last Sales Force contact with them, or your clients being able to consult this information on your company's web page? How do you assess the impact of this transparency?

By Joaquim Pereira
Consultant