

Good Day,

Below find a note from Greg Sharpe, our Regional Sales Manager. Greg has many years experience in our industry working for some great cleaning chemical manufacturers.

While at first read you may conclude 'yes I know that' but how many actually 'do it'. Sounds crazy but think about it.

Failing to plan (in detail) is planning to fail (albeit trying hard not to).

I encourage you to carefully read, consider and implement the message.

Regards,

Mike

<http://twitter.com/ProvenGreen>

Mike,

We all talk to our distributors about growth and how important it is to the future of their company

I have had management conferences and sales team/management conferences about sales increases and how much we are going to increase for the next year. It seems everyone always gets excited and fired up about the growth, and are ready to go, go, go to get it done. They seem to say, yes, we are going to increase sales and grow our business, and then we leave clapping each other on the back and saying job well done. I think the one thing we sometimes forget to ask is **how are we going to** increase the business. **What specifics** are we going to do, to grow our business. **What exactly** are you going to do to grow your business. Are we going to call on new prospective accounts, are we going to take products in that we are currently not selling, are we asking for demos on floor care products that we don't have, is that food degreaser really doing the job for you,... etc.

I have had this conversation before with sales teams, and they usually don't, or can't, give you an answer. Before we leave these meetings, I usually ask each salesperson to write down 10 current and 10 prospective accounts, and what exactly they are going to do to write new business in these accounts. What specifics are you going to do to write new business? I then take these lists, have them laminated, and tack them over their desks. Every work trip in, we would go over the list to check for progress. It was amazing to see the success because they had a plan and worked this plan. Management seems to like this and it sure **proves** you really care about the future growth of their business. We do because it's our growth also. And we all need that.

If we don't know what we are going to do to grow our business, and don't have a plan to grow that business, then we won't grow our business. We have to have a plan and then work that plan. It just seems to work.

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Best regards,

Greg