

Automated Sale Process Management

Automating the sales process for effective sales management

By Steve Martinez

The purpose of this paper is to share the benefits of Automated Sales Process Management (ASPM). If you are asking yourself, what is ASPM, you are not alone. The concept of ASPM is the natural evolution of applying 21st century technology to the best practices of sales which will achieve superior profit building results in managing a sales team.

"Automated Sales Process Management (ASPM) allows a company to automate the sales process thereby doubling or tripling a salespersons activity as they follow the best practices of sales, gaining a competitive advantage over competition which continues to follow traditional non-automated sales methods. ASPM will provide the greatest impact, in the shortest time, for the least amount of money."

Automated Sales Process Management will achieve the following results:

1. **Improved customer retention** as you build deeper customer relationships with an automated customer follow up program throughout the customers' lifecycle.
2. **Reactivation of customers** who have simply been ignored through ineffective, inconsistent manual follow up programs that didn't get the attention of the customer.
3. **More time for salespeople to sell!** Your salespeople will have more time to be on the telephone or in front of customers because 90% of the time consuming, non-sales activities are performed with ASPM.
4. **Better direct response** through personalized sales letters, email campaigns that create a consistent powerful sales and marketing message building your brand.
5. **Improved sales management** with ASPM as it records and tracks salesperson(s) activities providing real time reports when the sales process is not followed.

Traditional sales management

Traditional sales management is "re-active" and typically manages sales activities. This style of management creates countless sales reports taking up time to manually record what happened last week or last month. This concept is based on the long held belief that sales is a numbers game and the more activities a salesperson accomplishes, the more successful they will become. This formula is based on the old model of sales before technology advancements changed the landscape of our communications.

If we examine the typical activities that a salesperson is responsible for and specified in their job description, some of these activities can either be automated or eliminated. Automating these tasks leaves more time to focus of the salesperson key objectives – keeping in contact with prospects and customers. Salespeople will do more in less time!

ASPM – the dramatic impact and difference for Sales Management

Sales management by its name is intended to "**manage sales**". Unfortunately many sales managers focus on monitoring the activities, not the sales objectives. With ASPM sales activities increase substantially so management can focus on the key objectives of following a proven sales process with prospects and customers instead of just the activity numbers. ASPM keeps salespeople focused on the key objectives of following the sales process. The result is increased sales while providing a reporting process that doesn't bog down sales.

ASPM must be customized and linked to a host contact management system to be effective and complete

The goal of ASPM is automating the customer building relationship sales process cycle. Creating profitable long term customers in a system that achieves consistent profitable results while providing salespeople and management with sales reports for monitoring progress of goals and objectives automatically!

Automated Sales Process Management must use a contact management system such as Goldmine, Outlook or ACT! Each of these contact management programs does not automate the sales process by themselves. These programs are designed as contact managers. While they can manage the contact information quite well, they are not automatic solutions that are capable of ASPM by themselves. The goal of ASPM is automating the customer building relationship sales process cycle. Creating profitable long term customers in a system that achieves consistent profitable results while providing salespeople and management with sales reports for monitoring progress of goals and objectives automatically!

ASPM is pro-active in its approach of building strong customer relationships by following a consistent pattern of communications such as, but not limited to letters, email, newsletters, post cards, fax and phone calls. These communications are automated and customized to the industry and business of the sales organization.

There are a multitude of benefits when a business adopts ASPM. In addition to gaining a competitive advantage over the competition, here are just a few examples:

- Doubling and tripling of sales activities for salespeople and businesses.
- The freedom to leave on vacation knowing your ASPM continues to perform.
- Retention of salespeople because ASPM improves their sales performance.
- Sales management becomes easier with real-time management reports.
- Automated sales letter, email campaigns that leverage personalized communications to develop referrals and long term sales relationships.
- More time available for other duties while the ASPM handles sales for you.

One of the greatest benefits is the affordability factor. When ASPM is compared to other investments, it provides a substantial return on investment in a short period of time. One of the profit building models is NOT hiring a salesperson to grow the business and instead use ASPM with a customer service person running the program. Whether you decide to implement ASPM with or without a sales team is not the question. When you will apply ASPM is really the question to ask yourself. The sooner you begin, the greater the advantage to your business.

Published on February 20, 2006

This paper was written by Steve Martinez, Founder of Selling Magic for the purpose of sharing the benefits of Automated Sales Process Management. You may reproduce and distribute this information provided it remains complete including this paragraph. Steve Martinez is a mastermind consultant and has over 25 years of experience in consulting with businesses across the United States. Selling Magic can develop and customize a turnkey ASPM sales solution for you that incorporates all the features listed in this paper. You can realize the benefits of an ASPM in weeks. We welcome the opportunity of showing you our Automated Sales Process Management Solution. Please contact us directly at (951) 277-0080 or www.sellingmagic.com for your personal web demonstration.

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