



CEO Tool: What Causes Sales! **Command Your Sales Growth Destiny from Now On!**

“What Causes Sales” is different in almost every business, but you and your senior management team can figure out what it is! Once you do, you can move toward controlling your sales growth and your profit destiny for a long time.

Get your team together and brainstorm what really causes sales in your business. Focus on moving back up the chain-of-events that leads from booking the sale to lead inception. Find the step that you can manage (like number of salespeople, if that’s what really causes sales) but make sure it is a step that enables you to measure and control it *reliably* and *consistently*. Those elements are really important!

Here are some of the things that cause sales in various businesses. In some cases below, it’s how you get the measure to happen. Pick the *one* that creates the most impact in your business and then manage it *aggressively!* Take a look at this list and brainstorm with your management team what really works for you... *figure out what causes the following things to happen and then go manage those causes!*

Many Businesses:	# of Sales Feet on the Street measured over time (Monthly) # and \$ of RFP’s (Requests for Proposal) in the Door per Month # of Telemarketing Calls or Email Hits per Week # of Qualified Leads per Week # of New Customers per Month
Manufacturing Companies:	# of New Distributors or Dealers per Month # of Net New Salespeople added per Month # of New Products Introduced per Month
Retailers:	# of Transactions per Day or Week \$ per Transaction per Day or Week # and Quality of P-O-S Encounters # of New Customers per Month
Repetitive Sellers:	% New to Existing Customers per Month % Repeat Customers per Month
Construction Companies:	# of Legitimate Change Orders per Month # and \$ of RFP’s in the Door per Week or Month
Retailers:	# and Frequency of Direct Mail Drops per Month \$ of Retail Advertising per Month (of the kind that works) # of Referrals per Week or Month (know how to measure this)
Distribution Companies:	# of New Customers per Month and what causes this in your case! % Repeat Customers per Month and what causes this in your case!
Printing Companies:	# of Salespeople (technical consultant/salesperson)
Financial Services:	# of Referral “Asks” per Week
Restaurants:	New business: referrals or national TV/Radio advertising. Repeat customers: hostess/host demeanor, wait-staff & daily chef performance.



Some Other Businesses: # of direct mailings or # of ads or # of tradeshow or # of internet hits.
Special note: we have found that many b2b customers prefer to place orders on their own schedule and don't want to be "interrupted" by salespeople; leaders in these segments find that using internet ordering captures huge amounts of market share over salesforce approaches. The web, and customers' reaction to its convenience, are changing how we sell!

Please note: it's usually **not** a combination of the above, nor is it a handful, it's usually **one** of these! Yes, there are always four or five things that influence, or lead to sales, or help the customer buy from you, but Pareto's Principle applies here as everywhere (the 80/20 rule) – only one of the five is the real driver behind your getting orders.

If you sell through different channels, like direct and via the internet, then indeed you will almost certainly have a separate Cause of Sales in each channel. This will be similar for divisions doing different things, of course.

Brainstorm, then identify one-two possibilities, then test those ones you've chosen. Once proven, go with the number one Cause of Sales in your business.

Hope this is helpful in making your business more successful!

With very best wishes,

Kraig and *www.ceotools.com*

PS – Check out all the great tools in Kraig Kramers' book, ***CEO TOOLS: The Nuts-n-Bolts of Business for Every Manager's Success*** at our website www.ceotools.com. Also, check out the other tools available at www.ceotools.com and the newest ideas and input from many of our business friends at our new blog www.ceotools.com/blog -- hope you enjoy using all the tools!