

## SALES MANAGEMENT COACHING

**Sales skill is often the missing link in a growing business owner's tool-kit.** It doesn't matter how good your product or service is, if you can't sell it to potential customers you won't be in business for long.

**How will it work:** Once accepted into the program:

- The SBTDC will assess the business' sales efforts.
- Next we will identify the areas of targeted assistance needed to boost the businesses sales and develop a tactical plan to move the business ahead in those areas.
- The SBTDC will coordinate the implementation of projects and assure that all services are evaluated for quality and impact.

**Applications are required:** Must be a Delaware business which has been in existence at least one year and filed a tax return for that period. Businesses will need to complete an application and explain how they feel the program will benefit their business. Financial statements or tax returns must be provided as part of the process.

**For More info or to apply: DSBTDC.ORG or call 302-831-0782**

### Potential Sales Management Projects

*Identify the sales skills and experience needed by the business to be successful .*

*Assist in sales personnel job descriptions and hiring criteria.*

*Create a training program for sales staff.*

*Analyze sales data, help understand success of current efforts, improve sales tracking to access progress.*

