The Power of Sales Frameworks

What is a Framework?- In sales, the simplest way to think of a framework is as a friend – someone that keeps you on track. A sales framework helps to provide you with a support system. Here are a couple of advantages.

Advantages of Implementing a Sales Framework

Saves Time- Any sales organisation is constantly looking at saving time. It's one of the core reasons they are always looking to measure and monitor.

From tracking activity to presenting a product or service in a way that helps and assists the salesperson make more sales.

Frameworks help you supercharge your sales efforts. When I owned NRS Media, we were absolutely obsessed with frameworks and processes. By choosing a suitable framework, we could focus our sales team on making sure that our processes were followed.

Protects IP

Some of our frameworks were unique to us; our "way of doing things" far outweighed our competition. In fact, we were "alone on the beach" for years before the competition caught on to us and then stole or copied some of our ideas.

People

People do play a big part in executing the frameworks. We had amazing people at NRS Media, always striving to make our system better, leaner, and more efficient. Testing, testing, testing.

Using frameworks allows you to test and improve. Never forget that your customer drives all your decision-making. When you adjust your framework, you can be confident that it's

following the core principles of what you do.

The Types of Sales Frameworks.

Here are a couple:

Qualification:
Always figure out if your client is a fit or not. You should have a simple qualification framework to know if your client is warm, cold, or hot…

Presentation Framework
Do you have a structured approach to presenting your product or service?

Enhancing Sales Performance through Structured Presentations.

Do you know the format of a presentation? What your client's learning styles are?

Here at Mikebrunel.com, we use the 4 mat presentation style.

If you want to download our free workbook, here is a link.

So, there you have it – frameworks drive the sale.

They keep you on track, just like a good friend.

Mike (framework) Brunel

PLUS: WHENEVER YOU'RE READY…Here are 4 ways I can help you make more sales in your business – whether your business is big or small.

1. Want to become a Sales Mindset Blueprint Member? You get access to an exclusive coaching session with me and full access to my sales programme every month. Get the deets here.

2. Try the new '7 Days to Sales Success' framework. Make more sales in 7 days—the

framework of everything you need to start making more sales in your business. The Sales Success Framework is based on a simple 7-day challenge. Click here to learn how to grow your business by making more sales.

3. Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up-to-date sales ideas. Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here

4. Could you work with me one-on-one? If you're a small or large business owner or in professional services, you might have a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Please jump on a FREE 30-minute brainstorming call with me by clicking here.