



[Demonstration Video](#)

## TEN STEPS TO EFFECTIVE SALES STRATEGY



Harrison Consulting® 2014 All rights reserved. Soft copy version licenced to purchaser for own use. For more support, visit toolbox

**COMPANION TOOL - NATIONAL OR REGIONAL SALES PLANNING TEMPLATES  
FULLY FUNCTIONAL, CUSTOMISABLE, ANNOTATED WORKSHEETS**

PRACTICAL SUPPORT FOR THE PROFESSIONAL SALES MANAGER

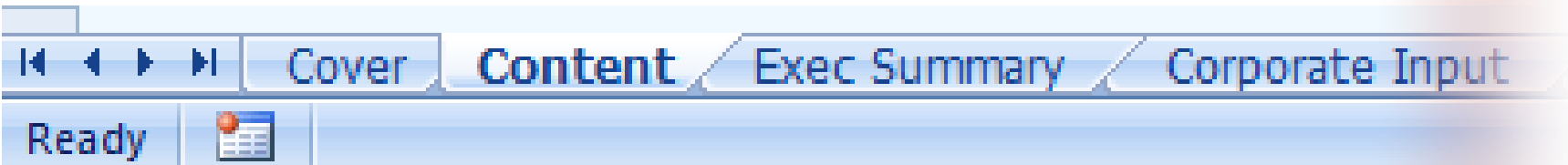
Follow us for information on our webinars, free e-Books and slide decks...



Catch our You Tube Channel for demo tutorials and podcasts...



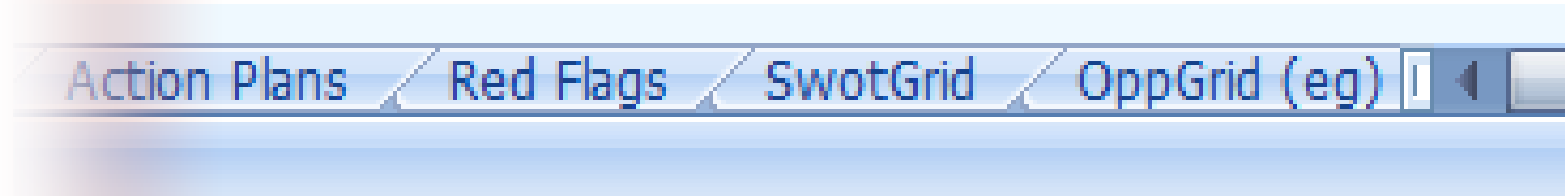
**TABS 1 TO 4**



**TABS 5 TO 8**



**TABS 9 TO 12**



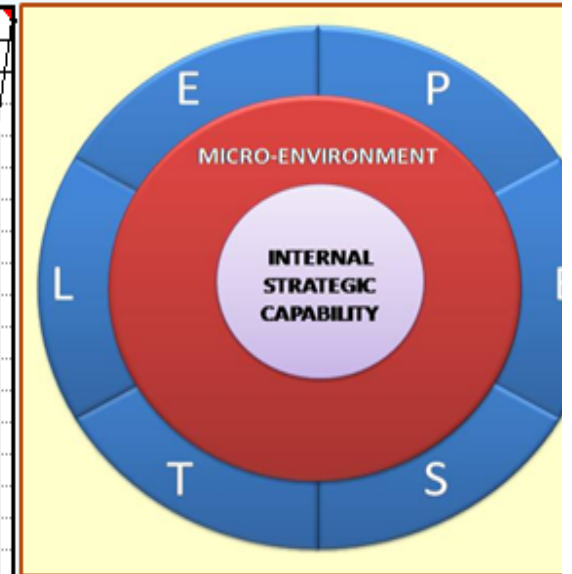
**SWOT ANALYSIS**

Harrison Consulting ©2014 All rights reserved. Soft copy version licenced to purchaser for own use. For more support, visit toolbox

SWOT ANALYSIS				
SWOT FACTORS	COMPETITIVE ADVANTAGE	PRIORITY/RANKING	ACTION INDICATED	
<b>STRENGTHS</b>				
<p><b>INTERNAL FACTORS CHECKLIST</b></p> <p><b>Product and Service:</b> Quality Consistency Performance Conformity to specifications Breadth and depth of range</p> <p><b>Delivery:</b> Speed Reliability Location Flexibility Frequency Made</p> <p><b>Technical:</b> Advice Information Support Innovation</p> <p><b>Price flexibility</b> <b>Packaging flexibility</b> <b>New product development</b></p> <p><b>Sales/Marketing resources:</b> Market knowledge Professionalism Representation Relationships</p> <p><b>Customer relations:</b> Service Levels Responsiveness</p> <p><b>Retailers (if applicable):</b> Support Service Availability Credit flexibility Administration</p> <p><b>Production flexibility/capacity</b> <b>Corporate/financial resources</b> <b>Social/environmental responsibility</b></p>	<p><b>COMPETITIVE ADVANTAGE RANKING</b></p> <p>Strengths are not necessarily a competitive advantage or strategic capability.</p> <p>Use a model such as Barney's TRIO to assess which of our strengths can be leveraged:</p> <p>Is it VALUABLE? Is it RARE? Is it INIMITABLE? Is it OPERATIONAL?</p> <p>Weaknesses, similarly, are not necessarily a competitive vulnerability. Some may be amenable</p>			
	<b>WEAKNESSES</b>			
	<b>OPPORTUNITIES</b>			
	<b>THREATS</b>			
		<b>ATTRACTIVENESS/SEVERITY</b>	<b>LIKELIHOOD</b>	<b>ACTION INDICATED</b>
		<p><b>EXTERNAL FACTORS CHECKLIST</b></p> <p><b>ASSESS ALL THESE FACTORS FOR IMPACT ON US, OUR CUSTOMERS AND OUR COMPETITORS</b></p> <p>How are markets changing in nature and structure? New/emerging Market requirements How/Which are being met at present? Will they continue? Can they continue to be met? Which are likely to change? Can they be met? Are there still there be unsatisfied needs? Can these needs be met more effectively? Current/new/unmodified products? Impact of the environment? Impact of legislation? Impact of climate change? Impact of technology change? Impact of distribution change? Downstream demand/supply patterns? Threat of backward integration</p>		

Harrison Consulting ©2014 All rights reserved. Soft copy version licenced to purchaser for own use. For more support, visit toolbox

EXTERNAL ANALYSIS	
FACTOR/ISSUE	IMPLICATIONS FOR RETAIL STRATEGY
POLITICAL	<p>Some of the material in the top half of this page may come from higher level corporate plans.</p> <p>Business plans and marketing plans should include sections on analysis of the external "macro-" environment (following a model such as PESTLE) as shown at the right.</p> <p>In the lower portion of the page should be an analysis of the key elements of the external "micro-" environment (Industry), for which you could employ tools such a Porter's Five Forces Analysis, shown below.</p> <p>If necessary, attach additional sheets for more detailed analysis of customer, (consumer and/or shopper), competitor and supplier aspects.</p>
ECONOMIC	
SOCIAL	
TECHNOLOGICAL	
LEGAL	
ENVIRONMENTAL	
COMPETITORS IN TOTAL MARKET:	<p>Could our Customers become Competitors?</p> <p>Do other Suppliers compete with them?</p>
BY RELEVANT SEGMENT OR CATEGORY:	
SUMMARY OF CURRENT CHANNELS:	<p>Attach a diagram of the "market map" or a "channel map" if possible. Have there been any recent changes?</p>
SUMMARY OF CHANNEL MANAGEMENT ISSUES:	<p>Highlights</p> <p>Lowlights</p> <p>Personnel changes</p> <p>What we have done well</p> <p>What we need to improve.</p>
KEY ISSUES FOR THE FUTURE:	





SALES AND MARKETING TOOL BOX - HARRISON  
 NATIONAL/REGIONAL SALES PLAN  
**SWOTGRID<sup>®</sup> for OPPORTUNITY ASSESSMENT**



Harrison Consulting © 2014 All rights reserved. Soft copy use

CRITERIA	FACTOR	OPP 1		OPP 2		OPP 3		OPP 4	
		RATE	SCORE	RATE	SCORE	RATE	SCORE	RATE	SCORE
1 Customer Acceptance	10	4	40	3	30	2	20	5	50
2 Profit Potential								5	50
3 Resources Available								2	2
4 Time frame for return								2	2
5 Chance of success								1	1
6 Fit with overall strategy								3	3
7 Ease of implementing								3	3
8 Core Competence fit								4	4
9 Leverage our Strength	10	4	40	3	30	3	30	5	50
10 Avoid our Weakness	10	4	40	7	70	4	40	3	30
<b>OPPORTUNITY ASSESSMENT</b>	<b>100</b>		<b>420</b>		<b>370</b>		<b>250</b>		

In this grid format, the criteria listed here are the ones used by our own management to assess short listed opportunities. They should reflect our

This weighting factor should also reflect our current priorities and strategies.

MAKE SURE THE WEIGHTINGS TOTAL 100

SPECIAL NOTE: THIS CELL WILL DISPLAY "ERROR" IF THE WEIGHTINGS DO NOT

