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- Commandment 1** GET FOCUSED  
Carefully identify your target market and identify target customers  
Organise and focus around your target markets/customers
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- Commandment 2** EXPLOIT THE POTENTIAL OF YOUR EXISTING CUSTOMER BASE
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- Commandment 3** BUILD ENOUGH PIPELINE TO REMOVE RISK  
Continually drive targeted lead generation
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- Commandment 4** BUILD A WORLD-CLASS SALES TEAM  
Have professional sales management  
Have a quota carrying sales team  
Have quarterly commission plans  
Sales rep pay should be 50% basic, 50% commission
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- Commandment 5** IMPLEMENT A SALES PROCESS  
Have a forecasting system  
Review the forecast weekly  
Have a qualification process  
Have a campaign review process  
Have a steps to close review process
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- Commandment 6** MEASURE AND REVIEW THE BUSINESS RUTHLESSLY  
Monitor overall company sales metrics for this quarter and future quarters  
Monitor past and future sales metrics for individual sales reps  
Fire and replace non-contributing reps quickly
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- Commandment 7** IMPLEMENT QUALITY THROUGHOUT SALES PROCESS  
Be highly professional and rehearse for all meetings, demos, presentations  
Manage all PoC's as the most important projects in the company
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- Commandment 8** SELL BUSINESS VALUE NOT FEATURES  
Understand the business impact and ROI of your solutions
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- Commandment 9** KNOW YOUR COMPETITION  
Understand all your competition in detail and how to beat them
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- Commandment 10** PARTNER EFFICIENTLY  
Be customer driven with partnering  
Choose channels carefully and manage them closely