
Commandment 1 GET FOCUSED

Carefully identify your target market and identify target customers
Organise and focus around your target markets/customers

Commandment 2 EXPLOIT THE POTENTIAL OF YOUR EXISTING CUSTOMER BASE

Commandment 3 BUILD ENOUGH PIPELINE TO REMOVE RISK

Continually drive targeted lead generation

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

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

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

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

Commandment 8 SELL BUSINESS VALUE NOT FEATURES

Understand the business impact and ROI of your solutions

Commandment 9 KNOW YOUR COMPETITION

Understand all your competition in detail and how to beat them

Commandment 10 PARTNER EFFICIENTLY

Be customer driven with partnering
Choose channels carefully and manage them closely
