



ExSell's Business Tools help your sales team successfully plan, implement and execute the strategies and tactics necessary to deliver the desired business results. A combination of leadership tools and selling tools help your team better understand their roles and responsibilities and manage individual job related activities.

ExSell Leadership Tools help sales managers develop the right strategy for their team, define performance expectations and apply the appropriate leadership technique.



## Sales Performance MAP

The **Sales Performance MAP™** is a management and accountability profile that creates a format for sales managers to clearly define their expectations, create a self-controlling review system and develop action plans to improve selling performance.



## Selling Styles Survey

The **Selling Styles Survey** allows you to look at the various dimensions that contribute to personal selling style. Sales managers and sales people can use self-assessment to identify areas of strength as well as areas where you may want to consider improvement and further development.

ExSell Sales Tools help salespeople organize responsibilities and manage resources to get the results you want.



## Sales Call Planner

The **Sales Call Planner** provides a format for salespeople to organize their sales call preparation. It helps them focus on the objective of the call, who is involved, what information needs to be exchanged, prepare for questions and concerns and obtain a customer commitment.

**KEY ACCOUNT PLANNER**      Account# \_\_\_\_\_  
 Date \_\_\_\_\_

**OBJECTIVE:** What is your key account's most important objective for the next 12 months? \_\_\_\_\_

**Priority of Objectives:**

Priority	Objective	Start Date	End Date
1			
2			
3			
4			
5			

**ACCOUNT INFORMATION:**

Name: \_\_\_\_\_      Location: \_\_\_\_\_  
 Address: \_\_\_\_\_      City: \_\_\_\_\_  
 State: \_\_\_\_\_      Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_      Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**KEY PERSONNEL:** Who are the key people in the account? (List name and position)

Name: \_\_\_\_\_      Title: \_\_\_\_\_  
 Name: \_\_\_\_\_      Title: \_\_\_\_\_  
 Name: \_\_\_\_\_      Title: \_\_\_\_\_  
 Name: \_\_\_\_\_      Title: \_\_\_\_\_

## Key Account Planner

The **Key Account Planner** is designed as a tool to organize, plan and execute key account strategies. It helps the salesperson gather and manage information regarding customer issues, resources and decision-making process and build an account strategy.

**NEGOTIATING ACTION PLAN**      Date \_\_\_\_\_  
 Customer/Case# \_\_\_\_\_

**OBJECTIVE:** What is the primary objective of this negotiation? \_\_\_\_\_

**What are your goals for this negotiation?** \_\_\_\_\_

**What are your needs?** \_\_\_\_\_

**What questions do you need to ask to determine the other party's interests?** \_\_\_\_\_

**What questions do you need to ask to identify the other party's interests in the negotiation?** \_\_\_\_\_

**What are some effective negotiation strategies you could use that will fit the person's interests and objectives?** \_\_\_\_\_

**Identify the issues:**

Issue	My Interest	Other's Interest
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**What is your concession goal?** \_\_\_\_\_      **What is the concession you are willing to make?** \_\_\_\_\_

**What are the alternatives?** \_\_\_\_\_      **What is the best alternative for you?** \_\_\_\_\_

**What is your best response?** \_\_\_\_\_      **What is the best response for you?** \_\_\_\_\_

## Negotiating Action Planner

The **Negotiation Action Planner** helps a salesperson prepare for and execute a successful sales negotiation. It helps identify key objectives, identify limits and goals and keep track of concessions and agreements.