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February 2016 Newsletter

## Sales Account Strategic Planning

### Improving Sales with Strategic Planning:

You probably know about strategic planning and have been involved in some form of it for your organization. **Strategic planning may also be used to direct, manage and evaluate performance of a sales group more effectively.**

Recently I was hired to coach a new sales director to help her succeed and transition from national account manager to sales director. Her responsibilities quadrupled because she was now in charge of a nationwide network of sales people.

We approached the process of managing her group using the vision and values of her company that flowed from the organization's strategic plan. While an account strategy plan represents a concrete description of sales goals to be accomplished, the means to achieve those goals is subject to the individual account manager.

**Using good planning increases the likelihood of meeting SASP goals and results in more effective, objective and productive outcomes.**



My client improved her ability to break down complex assignments into workable parts and she found that her SASP project plans were easier to develop, became more precise, and more realistic. **Implementing this process allowed my client to be more effective, improved communication and performance clarity with her direct reports, and she was more efficient in carrying out SASP goals.**

Read the full article with [free SASP Process](#) here and **Contact Me** with any additional questions.

### FREE ASSESSMENT

#### What Are Your Leadership Traits?

12 questions that will assess your ability to lead.

FEATURE BOOK



**Leading Total Quality Mission:  
Aligning principles, practices and management  
Volume 1**  
**By: Orlando E. Blake PhD CPT**

This book and its companion, *Leading the Total Quality Mission: Building capability and commitment, Volume 2*, are a composite set of implementable concepts, ideas, and techniques that the quality leader of today may put into practice to improve organizational and individual performance. You may use this book to build your quality leadership and internal practices to create a sustainable organization.

[Order Here](#)

For any questions related to mentoring, please contact me. I would be happy to learn more about your organization.

Sincerely,

**Orlando E. Blake, PhD, CPT**

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**Testimonials**

"It is the best in depth leadership program I have participated in. An eye opener for me." - Daniel Fish, Supervisor, Santa Fe Ranch

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to strengthen your customer relationships and develop your leadership effectiveness.



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