

# Implementing Activity-Based Selling

Sales

# Introduction

Working in sales can be stressful as reaching quotas and goals might seem impossible. Salespeople feel the pressure of getting results and therefore place most of their attention on closing the deal.

However, changing the mindset and tactics of selling can have a major impact in the sales department. By switching from a focus on results to a focus on action, there is an opportunity for an increase in success.

This guide will detail how to implement activity-based selling into your sales tactics. Regardless of your position, we hope this guide provides you with valuable takeaways to ensure a smooth transition and an increased success rate for your company.

# Re-Directing Your Focus: Activity-Based Selling

An action-based focus instead of a results-based focus in sales causes a completely different mindset and environment. While keeping your goal at the back of your mind might seem a little backwards, it proves to be successful in sales and allows you to focus more on the process.

Activity-based selling allows you to take control of your sales process and schedule, while also increasing your confidence level. With the many benefits that come with activity-based selling, we hope to provide great tips on how-to build activity-based selling into your company.

## The Keys to Success in Implementing Activity-Based Selling

### 1. Understand Your Goal.

Even though you need to focus less on your ultimate goal and more on your process, it is still necessary for you to understand your goal, so that you can establish a plan to accomplish this goal. In addition, you need to ensure your set goal is realistic to achieve and requires hard work and dedication.

### 2. Identify Your 'Why'.

Recognize the reasoning behind your goal- why is achieving this goal important to you? Identifying the 'why' behind your goal allows to give meaning to your actions and therefore, commit to your goals. Typically, salespeople who overcome significant obstacles have a significant 'why' behind what they are doing.

### 3. Map Your Successes.

Activity-based selling allows you to easily recognize when you were successful and what actions led you to meet your goals. Reflect over the times you were successful. Identify exactly what you did and the commonalities in your actions when you were successful. Figure out the times that you were not successful- what can you do to change that?

### 4. Use Your Resources.

With information so easily accessible in today's world, use your resources to learn about other successful sales techniques. Learn about the new ideas and take advantage of the resources around you to better your sales process. Allow yourself to experiment with new ideas and insights. However, ensure that you are still completing your process in a way that fits you.

### 5. Calculate Your Action Metrics.

Activity-based selling gives you real-time metrics, so you can see your progress towards success and you can see what else you need to do to achieve your goals. With your KPIs, you can easily calculate what actions you need to take to be successful.

Use these questions to assist you in calculating what you need to do to accomplish your goal:

- How many prospects do you need to close your desired number of deals in a specific time frame?
- Based on those prospects, how many proposals do you need to send out?
- How many follow-up calls and meetings are necessary?

## **6. Set Weekly and Daily Action Metrics.**

Once you calculate your action metrics, dedicate those metrics to daily or weekly actions that need to be met. Setting these daily and weekly metrics is essential, as it allows you to identify if your goal is realistic. Assess if you can handle your workload for each day and make adjustments as needed to best fit you and to help you reach your goal.

## **7. Assess and Reflect.**

After each week, reflect on your metrics and celebrate the metrics you achieved. Be realistic about the metrics you did not achieve, so you can change what's necessary, to reach those metrics next week. Adjust your daily and weekly goals as needed.

## **8. Evolve.**

The time when activity-based selling starts showing results is different for everyone. However, you will start to notice that the progression has improved in your sales process and success has increased. After continuing with activity-based selling, you will be able to grow into the method and process that works best for your company.

# Additional Resources

- [An Introduction to Activity-Based Selling](#)
- [The Case for Activity-Based Selling- What it is & How it Works](#)
- [Getting Started With Activity-Based Selling](#)
- [5 Reasons Activity-Based Selling is a Game Changer](#)

For any questions  
or additional assistance,  
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