

TechSMaRT: A Sales Guidance System for Technical marketing in difficult markets

1. What is TechSMaRT ?

- **TechSMaRT** (**T**echnology **S**ales **M**anagement and **R**eview **T**echnique) is a simple but effective technique to manage sales of high-valued , intangible 'product such as Technology and of high-valued Equipment Systems.
- **TechSMaRT** has been developed for Technology sales. Owing to the 'winner gets all' sales model in Technology selling, determination of sales revenues is difficult to achieve.
- **TechSMaRT** uses a combination of logic, 'gut feeling' and experience to :
 - *Predict* sales revenues
 - *Map out* the sales potential
 - *Define* priorities and
 - *Manage* the sales process,

2. How does TechSMaRT help ?

TechSMaRT :

- *Assists* Sales experts, Sales teams and Sales Managers to accurately quantify Sales revenues and potential for their products and market.
- *Provides* the captain of the Sales team to interpret , in real time, the sales situation specially expected future sales revenues
- *Improves* communication between the sales team and the team leader
- *Saves* valuable time by projecting a clear picture of the market scenario
- *Develops* clear priorities for the sales team

3. How is TechSMaRT different ?

- *It simplifies* a complex market situation through logical analysis, review and derivation.
- *It is based on* simple methods for identification, evaluation and quantification of sales potential and volumes.
- *It provides* the Management a valuable tool to predict the sales revenues for specific regions and for the entire market.
- *It maps out* a follow-up and client contact programme for each sales expert and cumulatively for the entire sales team .
- *It helps* sales teams and their leader to view the market potential and
- *It gives* the captain of the sales team a strong platform to steer the team by creating a realistic Sales Road Map.

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4. How is TechSMaRT taught ?

Through a 1 day workshop covering:

- Introduction to **TechSMaRT**
- Understanding the System and its applications
- Applying the System to actual/present sales situation by each sales expert
- Use of the techniques by each sales expert to derive :
 - Sales Potential
 - Client contact programme
 - Overall strategy
- Comparing the results with the existing sales potential projections, the client contact programme and the overall strategy of the sales team.

5. TechSMaRT works.

As it :

- *Is a sensitive, predictive technique*
- *Helps create sales priority through logical derivation*
- *Quantifies uncertain and unpredictable market scenarios*
- *Derives Sales 'Road Maps'*
- *Optimises resource deployment and*
- *Gives the Sales Team a better picture of the market*