



# Smooth Selling Forever: Charting Your Company's Course for Predictable and Sustainable Sales Growth

*Craig Lowder*

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## **Smooth Selling Forever: Charting Your Company's Course for Predictable and Sustainable Sales Growth** Craig Lowder

The Race is on for Smooth Selling. What is smooth selling? Think of the successful America's Cup yachting teams as the metaphor. What it takes to win the America's Cup yacht race can readily be likened to winning in sales: 1. Assess. In business the first step is to assess the four critical areas of sales operations: strategy, methodology, performance metrics, and people. 2. Design. Different challenges call for different sales approaches. For instance, do you need a sales team of hunters, farmers, or both? 3. Deploy. In business you need to deploy the sales team and support systems. They need to know what the strategy is and what is expected of them to win. 4. Execute. To succeed in business, the execution of the sales plan must be properly managed. Like in sailing, this calls for leadership. Smooth Selling Forever enables small and mid-size business leaders to generate significant, predictable, and sustainable sales growth. Based in the science of selling, when applied correctly and managed vigilantly, smooth selling produces revenue results in a systematic fashion.

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