

## Improve Sales Velocity

By Jen Draper, Certified BANK Trainer

# = Number of \_\_\_\_\_

\$ = Average \_\_\_\_\_

% = \_\_\_\_\_ Rate

L = Length of \_\_\_\_\_ (days, weeks, or months)

The most important number is \_\_\_\_\_

### EXERCISE:

- 1) The first step is to grab your sales numbers and run them through the sales equation. If you aren't tracking these numbers yet, now is the time to start. How many prospects are you in front of each week? Each month? Each year? What is your average deal value over during these times? What is your average win rate? What is your average sales cycle length?
- 2) Run the equation with your numbers. Remember to convert your percent to a decimal or enter into the calculator followed by "%".
- 3) Take the top numbers and increase them by ten percent (multiply by 1.1).
- 4) Take the bottom number and decrease it by ten percent (multiply by .9).

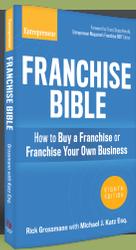


A sales and relationship trainer, **Jen Draper** teaches business owners how to increase their sales up to 300%. A 20-year veteran of the US Air Force and financial advisor for Edward Jones, Jen helps her clients connect with prospect quickly to close their sales cycles faster.

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- 5) Run your improved numbers through the equation. Magic happens here – if you improve your processes by only ten percent, you increase your sales by 48 percent!



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