

Sales Best Practices Round Table

*Goal: Utilize Group Sales Knowledge
to Determine Best Practices*

Agenda

1. Work as a group to answer questions from 3 different topics.
2. Assign a “writer” who will write down the group answers, and a “speaker” who will share the answers the group comes up with.
3. We will spend *roughly* 20 minutes on each topic.
 - a. 10 minutes to answer questions
 - b. 10 minutes to discuss as a large group

Topic #1 Gaining Market Share and Generating Leads

Quickly review the Pole Base Value Chain

1. Rank the following Pole Base customer types in order of most to least important for sales:
 - General Contractors
 - Electrical Contractors
 - Civil / Site Contractors
 - Engineers / Architects
 - Developers & Municipalities
2. What are the best ways ways to identify a potential new customer? Name 3.
3. Name the 3 most important value propositions of Pole Base.

Topic #2 Bidding & Goal Setting

1. What are the best ways/places to find projects to bid?
2. What factors should be considered when setting prices?
3. What information should be included in your bid?
4. How many projects should you bid per week?
5. What are some other sales efforts that can be tracked and what is the best way to hold the person(s) accountable?

Topic #3 Looking Forward

1. What are the top 3 things Pole Base can do to help grow your business? Please include tools and resources needed.
2. What are the top 3 things *you* can do to grow your Pole Base business?

Next Steps:

1. We will take these responses and identify best practices based on the collective knowledge of the network.
2. We will consider these best practices when creating any new marketing / sales collateral.