

# TARGET SELLING BOOT CAMP

*Market & Customer Segmentation*

*Visibility to Accounts to Hunt & Farm*

*Align Sales & Marketing to execute a Growth Equation*

## TARGET SELLING BOOTCAMP (3 Day)

Work strategically to hit your target accounts in the most efficient way

### 1. Market Segmentation



Where do I get the biggest bang for my buck?

### 2. Customer Segmentation



Keep it simple with Hunting and Farming

### 3. Market Visibility + Standard Work



Use data to 'see' your market



### 4. Sustainment

You can manage what you measure:  
Plan, Do, Check Act to WIN!!

Time is limited – Prioritize!

Lean Focus

## Scope:

*Business Unit with a given Product x Geography*

## Deliverables:

- *Most attractive priority market segment*
- *Most attractive target customers for growth*
- *Data-based customer visibility to activate Sales*
- *KPI's, launch and sustainment plan*

## AGENDA (3 DAY OPTION)

3 DAY AGENDA	DESCRIPTION
Pre-Work Phase	<ul style="list-style-type: none"> <li>• Pre-consultations with Lean Focus regarding current state of segmentation, CRM data and usage, funnel data, and VMDM.</li> </ul>
DAY 1	<ul style="list-style-type: none"> <li>• Training: Targeted Selling – Connecting Strategy to Action</li> <li>• Define Market Segmentation based on your strategic plan – where is the biggest bang for your buck?</li> <li>• Start: Customer Segmentation based on Hunting and Farming – which are the low hanging fruit?</li> </ul>
DAY 2	<ul style="list-style-type: none"> <li>• Finish: Customer Segmentation</li> <li>• Create Standard Work to deploy Visibility criteria in CRM to 'see' the market</li> <li>• Complete Growth Equation calculator and define KPI's for Sales efficiency (activity focus)</li> </ul>
DAY 3	<ul style="list-style-type: none"> <li>• Define Sales Daily Management basics, calendar, dashboards etc.</li> <li>• Build roll out training and Action Plans</li> <li>• Create and deliver report out</li> </ul>
Post-Work Phase	<ul style="list-style-type: none"> <li>• Execute 30-60-90 day sustainment coaching plan</li> <li>• Deploy additional facilitated Kaizen Events to drive Action Plan and address Growth Priorities</li> </ul>



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# TARGET SELLING BOOT CAMP

## WHAT IS TARGET SELLING?

Targeted Selling is a foundational growth tool to efficiently focus commercial teams on a data-driven set of segments that will drive sustainable revenue and profitability growth.

- Use data to 'see' your market
- Target attractive markets to get the biggest bang for your buck
- Keep it simple by Hunting and Farming
- You don't know if sales and marketing have plans aligned with key initiatives for Q1.

## WHY CONDUCT A TARGET SELLING BOOT CAMP?



- Salespeople and managers are missing quota
- Conversion rates are too low or declining
- Key initiatives are not getting traction (eg. New business, customer churn)
- Align Sales and Marketing to drive one 'growth equation'
- Design a simple process to coach to the desired, most fruitful selling behaviors

REQUEST A CONSULT:  
INFO@LEANFOCUS.COM

## How do I get started?

Schedule a Lean Focus Target Selling Boot Camp

Take the first step toward workplace transformation. Contact us today to schedule a consultation and discover how **Target Selling** can elevate your organization's alignment and commercial execution.



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