SmartHome University

Smart-Group Alliance Command

Sales Strategy Tactics (Course Part 1)

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1. General Introduction:

1.1 About this document:

This document is made as simple guideline to help any Smart-Allie to Gain Momentum and Market Power,

1.2 Ingredients of an Empire

Building a future Empire requires simple basic Ingredients:

- Vision (Drive, Headings, Strategy, Time)
- Team (Experienced Heads, Masses of Allies to carry the vision)
- Tools (Methods, Tactics Innovation, & Technology)
- Policy (Rules, Conditions, Rewards, Punishment Laws)

1.3 Lead and succeed:

To lead is a target, and to succeed is a vision

- to Have The Power,
- to acquire Name and Fame,
- to have the Team that Believe
- to enjoy the execution as part of lifestyle

2. General Understanding:

2.1 Understanding Automation Companies Income model:

1- Distribution (Pure B2B)
2- Service (B2C)
3- Consultancy and Training (B2B)
4- Mix of the Above

2.2 Understanding Project Types / Income / & Importance:

1- Short Term (1 week to 3 Months) / $$ / Bread and Butter (Cash Flow)
2- Medium Term (6 Months to 2 Years) / $$$ / Sustainability (Roots)
3- Long term (2 years to 8 years) / $$$$$ / Power Leap (Fame)

The Best approach is the Mix of all the above with the right balance at the right time according to available resources (Judging is based on Most important necessity, and not risking the Ship (company) to reach to the leap point)

2.3 Understanding Project Cycle:

Any Project has 4 cycles

- Sales Process cycle
- Planning and Preparation cycle
- Execution cycle
- Support cycle

All project cycles are integral and are dependent on other cycles. The sales cycle cannot be considered as conclusive, until the last support cycle is concluded (No further Liability).

2.4 Understanding Project Team:

Any Project on earth requires a team of at least these as minimum:

- A Finder (Sales and Marketing BDM Activity)
- A Minder (Design, Engineering, Planning)
- A Grinder (Execution as Planned to Quality Promised)

3. New Company Sales Tactics (Basic Survival and Growth Model):

3.1 Understanding Sales and Marketing:

Sales: Are the Infantry Army, are the Hunters that must bring the meat to the tribe to cook so all can eat.
Marketing: Are the Huge Bombers in a war time, or like a TV Station, that prepare the Herd before the kill. (Making Hunter's Task easier)

3.2 New Company Sales Direction Strategy:

3.2.1 Strategy: any New company should start by building infrastructure power, to gain Momentum. Thus must fulfill bread and butter main targets by closing as many as possible Hunts (Short Term Projects)
(The team must Work Smart, and Must Work Fast)..Time Kills

3.2.2 Tactics: Must Hit, close, execute and collect swiftly (Target fast projects always)
Benefits:

1- Cash flow is Power
2- Happy Hot blooded, Fast moving strike Team (constant new challenges)
3- Fast service creates Happy clients (Good References)
4- Gain Masses of Allies that send projects to your sales team (Referral Agents)

To succeed in this fast sweep tactics, must understand first the value of time.
Accordingly, the following must be kept always at best status:

1- Stock (Gain Time by establishing swift supply chains, initial stable stock level with Minimum reorder quantities, based on supply chain criteria, sales targets and forecasts)
2- Team Communication, readiness, and Moral (Understanding and Injecting Responsibility)
3- Perfection (Do it right at first Time),
4- Consider the Job as a mission; do not pull out before total accomplishment. (Duty time ends once mission accomplished)
5- Tools and Tactics: (invest in the right Tools and materials that help execute the Job fast),
6- Proper Logistical planning (Materials, Routes, project Location, Weather, Supplies Logistical Lines)

3.2.3 Targets: best is to divide Sales team into Mainly 6 Task Targeted Missions

- Task Target (A) Offices / Restaurants / Shops in Malls
  Either under Decoration stage or has finished (Telemarketing, Direct Meetings)
  - (Under Decoration/renovation) full small project
    Suggested best Allies to contact for such leads are:
    - commercial real estate companies, (Recommendation)
    - office Furniture shops, (Recommendation, Present the Idea, Demo)
    - decoration contractors, (Offer as Part of the Package)
    - decoration materials suppliers: ceilings, floors and walls (Leads, recommendation)
    - office and shop equipment suppliers (Recommendation, Present the Idea, Demo)
    - Lighting fixtures shops and designers (Recommendation, Present the Idea, Demo)
    - Government Registration and licensing Office (Leads)
    - Malls & Office Buildings to let (Recommendation, Banners, Flyers stand)
    - New Malls Project sites (Direct B2C)

    Suggested Packages:
    Lighting, energy saving, Audio, Meeting Room systems, HVAC.
    (Offer simple Packages: Enter Lightweight, and exit fast this way all are Happy)

  - (Finished occupied Office)
    Suggested best Allies to contact for such leads are the Technical companies that are already in relation with those offices. They are already Inside and striving for up-selling ideas (
    1- help them make money,
    2- Do not compete with them and waste time,
    3- never reinvent the wheel simply use the existing relation

    Such companies to ally with are:
    - IT Companies that do Data Networks
    - CCTV, Security, Access and Time and attendance companies
    - Telephone System Installers

    Suggested Packages:
    - Lighting, energy saving, Audio, Meeting Board Room systems, HVAC.
    - (Offer expandable Packages: Enter with Board Room Pack, then add more slowly)

- Task Target (B) Home Improvements
  Create Packages for Home Improvement (like Formal Area Package, Living Room package, Theater Cinema room Package) then make contractual Alliance for executing them with the following categories of Businesses where you act as a sub-contractor or as only supplier accordingly:
    - Interior designers: (here you act as sub-contractor)
    - AV Theater Installers: (Here you act as supplier only)

- Task Target (C) Specialized small and Medium size Contractors
  Create Packages for Specialized contractors, and create Channel Partners Program. Here you shall act as Trainer, Supplier and tech support office. Targets here are:
    - Custom Audio/Video Shops and Installers : Z-Audio, Resound, ++
    - Air Conditioning Contractors/Installers: HVAC Thermostat
    - Lighting and Electrical Contractors/Installers : Mood light controls, switches, sockets
    - Landscaping /Pool Contractors/Installers : Garden Audio, Light controls ++
    - Gym and Sauna room suppliers Contractors/Installers: Music, Temp., Mood Lights
    - Small and Medium E&M contractors for Small and fast Projects (Lighting, energy saving, Audio Distribution)

- Task Target (D) Mass Real Estate Developers
  Create Starter Packages that add value within the project standard budget.
  (Here you shall act as Supplier, and Consultant only)
    - You shall Train their Contractors
    - You shall Design the system
    - You Shall Make A Sample Mockup
    - You Shall certify the accuracy of their E&M Related Works
    - You Shall Supply the Equipment
    - You Shall help in commissioning

  Some Example of the Smart Packages that can add value to development and improve life style:
    - Apartment Package (Studio, 1BR,2BR,3BR,4BR)
    - Penthouse Package
    - Townhouse Package
    - Villa Package

- Task Target (E) Small Size Governmental and semi/governmental Projects (Purchase Office)

- Task Target (F) Hotel Chains (Owner management Offices)

3.3 Understanding Money Power:

It is very important to understand that following facts:

1- Cash is King
2- Stock is Gold
3- Time Kills

It is Important to choose your rank and show you position clearly.
There are 2 types of companies:

1- If Client Pay them they disappear and stop service
2- If client do not pay them, they stop service (You Should be Here)

Also it is Important to believe in the following and never deviate from it:

Always push and enforce that client pay you timely in advance. This is the key for success, and the best found practice for both client and supplier.

a- Client will feel relaxed as he has finished one of his liabilities
b- Client will take you as example to prove to/motivate other contractors showing that he is good payer
c- You shall be able to purchase all your needs in advance and pay for best materials (Making your Suppliers Happy and line up to serve you)
d- Client will be happy with your work outcome always as he has no reason to find excuse not to pay you.

Note: if client Holds your cash against final handover, then client shall never be fully happy, and will find excuses to delay the hand over, because he like to delay payment or to make discounts. (this is almost a standard in all small and Medium Size Projects, where margins cannot accept such discounts nor delays)

3.4 Suggested Payment terms:

Although the Most Common Practice internationally is 30% Advance, 40% On Order, 30% On Delivery. This can be validated and accepted for Mass Projects and Governmental Small projects even with some modification as following:

3.4.1 Mass Projects (Acting as Supplier & Consultant Only):

a) 20% Tieup (Good for Consultancy and Mockup works)
b) 50% On Order Placing
c) 20% On Order ready for Delivery
d) 7% on Successful hand Over
e) 3% Retention against warrantee

3.4.2 Supplier (Acting as B2B supplier only to other contractors):

a) 50% Deposit if not in stock
b) 50% or all Balance direct on Delivery

3.4.3 Sub-Contractor (Acting as B2B Subcontractor and supplier to other contractors):

a) 70% Advance
b) 20% on Delivery/Installation c)
10% on successful Handover

3.4.4 Job Contractor for swift project 1 week- 2Months (Acting as B2C with the client Direct:

a) 100% in Advance

3.4.5 Job Contractor for Medium project 6Months-1 year (Acting as B2C with the client Direct:

a) 80% Advance
b) 20% on Delivery/Installation before testing or Hand Over