

Mack Hanan's
***CONSULTATIVE
SELLING***TM

Fast-Lead TargeterTM
For Account Managers

The Hanan Formula
for High-Margin Sales
at High Levels

1.2-1**HOW TO TARGET FAST LEADS
FROM SALES REVENUE
PERFORMANCE**

If the customer's SALES REVENUES are lower than your norm,

**TARGET ONE OF THE FOLLOWING
CRITICAL SUCCESS FACTORS ON
FORM 1.2-1/R**

- Improve Product Design
- Improve Manufacturing Quality
- Improve Time to Market
- Improve Distribution
- Improve Customer Satisfaction
- Reduce Returned Goods
- Improve New Product Development Time
- Improve Forecasting & Inventory Management
- Improve Sales Coverage
- Improve Billing & Collections
- Improve Customer Targeting
- Reduce Warranty Costs

FORM 1.2-1/R
LEAD
TO INCREASE REVENUE
CONTRIBUTION OF
SALES
TO

[LINE OF BUSINESS]

*FROM LINE 1 OF
 PAST NORMAL
 ADDEDVALUE ON
 PAST VALUE PROFILER
 IN
 CALCULATOR 1 OF
 FAST-VALUE
 CALCULATOR*

1	<p style="text-align: center;">YOUR NORM FOR CUSTOMER PAYOUT</p> <p style="text-align: center;">[\$000]</p> <p style="text-align: center;">\$ _____</p>
----------	---

2	<p style="text-align: center;">CUSTOMER ACTUAL VALUE [FROM CUSTOMER]</p> <p style="text-align: center;">[\$000]</p> <p style="text-align: center;">\$ _____</p>
----------	---

***THIS IS
 YOUR LEAD***

3	<p style="text-align: center;">REVENUE DEVIATION</p> <table style="margin: 0 auto; border: none;"> <tr> <td style="border: 1px solid black; padding: 2px 10px; text-align: center; background-color: #e0e0e0;">1</td> <td style="padding: 0 5px;">(-)</td> <td style="border: 1px solid black; padding: 2px 10px; text-align: center; background-color: #e0e0e0;">2</td> </tr> <tr> <td style="text-align: center;">\$ _____</td> <td></td> <td style="text-align: center;">\$ _____</td> </tr> </table> <p style="text-align: center;">[\$000]</p> <p style="text-align: center;">(-) \$ _____</p>	1	(-)	2	\$ _____		\$ _____
1	(-)	2					
\$ _____		\$ _____					

**ENTER ON LINE 6
 OF DIAGNOSIS IN
 FAST-CLOSE PROPOSER**

1.2-2**HOW TO TARGET FAST LEADS
FROM COST OF GOODS
SOLD PERFORMANCE**

If the customer's **COST OF GOODS SOLD** in relation to sales revenues is higher than your norm,

**TARGET ONE OF THE FOLLOWING
CRITICAL SUCCESS FACTORS ON
FORM 1.2-2/C**

- Reduce Selling Cycle
- Improve Sales Force Productivity
- Increase Volume Per Sale
- Reduce Cost From Telemarketing & Catalog Sales
- Reduce Cost From Outsourcing Sales To Third Parties
- Reduce Cost From Sales Through Alternate Distribution Channels

1.2-3**HOW TO TARGET FAST LEADS
FROM OPERATING EXPENSES
PERFORMANCE**

If the customer's **OPERATING EXPENSES** in relation to sales revenues are higher than your norm,

**TARGET ONE OF THE FOLLOWING
CRITICAL SUCCESS FACTORS ON
FORM 1.2-3/C**

- Reduce Cost of Goods Sold
- Reduce Research & Development Expenses
- Reduce General & Administrative Expenses
- Reduce Manufacturing Costs

1.2-4**HOW TO TARGET FAST LEADS
FROM SELLING EFFICIENCY
PERFORMANCE**

1. Selling Expenses : Sales
2. Finished Goods Inventory : Sales
3. Same-Day Order Fulfillment : Sales

**HOW TO TARGET FAST LEADS
FROM SELLING EXPENSES
PERFORMANCE**

If the customer's **SELLING EXPENSES** in relation to sales revenues are higher than your norm,

**TARGET ONE OF THE FOLLOWING
CRITICAL SUCCESS FACTORS ON
FORM 1.2-4.1/C**

- Reduce Direct Labor Content
- Increase Rate of New Product Introductions
- Increase Sales Volume
- Reduce Sales Cycle
- Reduce Cost of Sales
- Improve Salesforce Productivity

HOW TO TARGET FAST LEADS FROM FINISHED GOODS INVENTORY PERFORMANCE

If the customer's **FINISHED GOODS INVENTORY** in relation to sales revenues is higher than your norm,

TARGET ONE OF THE FOLLOWING CRITICAL SUCCESS FACTORS ON FORM 1.2-4.2/R OR 1.2-4.2/C

- Increase Inventory Turns
- Increase Accounts Receivable
- Reduce Order Entry-Shipping-Billing Cycle
- Reduce Out-Of-Stock
- Convert to Just-In-Time [JIT] Inventory
- Improve Forecasting

HOW TO TARGET FAST LEADS FROM SAME-DAY ORDER FULFILLMENT PERFORMANCE

If the customer's **SAME-DAY ORDER FULFILLMENT** in relation to sales revenues is lower than your norm,

TARGET ONE OF THE FOLLOWING CRITICAL SUCCESS FACTORS ON FORM 1.2-4.3/R

- Increase Same-Day Shipments
- Decrease Order Backlog
- Reduce Order Entry-Shipping-Billing Cycle
- Increase Accounts Receivable

1.2-5**HOW TO TARGET FAST LEADS
FROM WORKING CAPITAL
PERFORMANCE**

1. Inventory Turnover
2. Accounts Receivable Turnover

**HOW TO TARGET FAST LEADS
FROM INVENTORY TURNOVER
PERFORMANCE**

If the customer's **INVENTORY TURNOVER** in relation to sales revenues is lower than your norm,

**TARGET ONE OF THE FOLLOWING
CRITICAL SUCCESS FACTORS ON
FORM 1.2-5.1/R**

- Increase Sales Force Size
- Acquire Added Distribution
- Reallocate Sales Force Concentration To Key Accounts
- Introduce New Products
- Penetrate New Markets
- Revise Sales Force Training
- Reduce Inventory
- Revise Sales Force Compensation & Incentive Plan
- Convert to Just-In-Time [JIT] Inventory Management
- Improve Sales Force Productivity
- Optimize Inventory Mix To Favor Fast-Moving Products

**HOW TO TARGET FAST LEADS
FROM ACCOUNTS RECEIVABLE
TURNOVER PERFORMANCE**

If the customer's **ACCOUNTS RECEIVABLE TURNOVER** in relation to sales revenues is lower than your norm,

**TARGET ONE OF THE FOLLOWING
CRITICAL SUCCESS FACTORS ON
FORM 1.2-5.2/R**

- Automate Billings & Collections
- Accelerate Shipments
- Accelerate Receivables Collection
- Accelerate Billings
- Eliminate Bad Risks
- Ship & Bill More Goods Same Day Ordered