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1.	Go to a new market segment.	
2.	Acquire new customers - acquisition.	
3.	Acquire new businesses from a customer in the group – cross selling in the company.	
4.	Obtain a greater share of the customer over the competition - market share.	
5.	Obtain a larger turnover with existing customers.	
6.	Protect and develop key accounts - KAM.	
7.	Sell existing products more.	
8.	Sell novelties – new products.	
10.	Increase the profitability of product sales.	
11.	Improve the sale out of the store.	
12.	Improve sales of recruits.	
13.	Improve the sale of experienced traders.	
14.	Add new traders to your sales team.	
15.	Divide the sales process and specialize - team selling.	
16.	Improve the negotiated conditions, prices.	
17.	Improve the success rate of won tenders.	
18.	Improve the sales to the government.	
19.	Improve the sales to top managers.	
20.	Learn how to sell on a sluggish market.	
21.	Pass sales to other managers.	
22.	Engage lower management in the management of the company.	

Tips on how to improve sales results in the long term

1.	Do more joint visits (coaching in the field).	
2.	Change the working model of the manager.	
3.	Change the working model of sales representatives.	
4.	Start to manage the pipeline weekly, including individual interviews.	
5.	Set a small gradual realistic goal that motivates (e.g. 1 new patient at each visit).	
6.	Make the best out of your portfolio – get an overview of purchasing customers, what they have bought, and what they could potentially buy.	
7.	Offer simple products or services.	
8.	Increase the rotation of activities, reduce turnover ratio.	
9.	Improve the work in the area of complaints.	
10.	Improve price negotiations and calculations.	

You can get the entire list of QUICK Wins from our consultants, tailored to the needs of your business.

Each of these ideas will quickly increase sales within six months, according to the industry. After some time, however, its potential will get used up and only systemic changes can bring further growth..

The recommendation is to use these QUICK Wins to gain time and to use the time to more systemic changes according to the sales handbook that will bring sustainable growth results.