

## POA for Increasing Gross Margin

GOAL: I want to increase gross margin by 15% (ex: GM is currently at 20%, increasing by 15% adds an additional 3% = 23% GM)

The plan might look something like this:

TASK-ACTIVITY	WHO	TIMELINE	ACCOUNTABILITY
Meeting to assign tasks	Manager		
If you add 3% what is that dollar value Example \$100,000 month in GM plus the 3% adds \$3000 each month We need an additional .09 in GM			
<b>Analysis of current client base</b>			
<ul style="list-style-type: none"> <li>Which clients are at low margins?</li> </ul>	Report run by Opts Mgr		
<ul style="list-style-type: none"> <li>Why? Who sold the account?</li> </ul>	Sales Person		
<ul style="list-style-type: none"> <li>How much can you increase their rates by first of year?</li> </ul>	Sales Person and Manager		
<ul style="list-style-type: none"> <li>Where can you add more value to increase rates?</li> </ul>	Sales Person and Manager		
<ul style="list-style-type: none"> <li>Can you sell additional services? Where and for what?</li> </ul>	Sales Person and Manager		
<ul style="list-style-type: none"> <li>Conduct satisfaction surveys to prove your value</li> </ul>	Sales and Opts		
<b>Gather current sales funnel information</b>			
<ul style="list-style-type: none"> <li>How many accounts are forecasted to close within the next 90 days?</li> </ul>	Sales Person		
<ul style="list-style-type: none"> <li>What's the sales and gross margin potential – forecast?</li> </ul>	Sales Person		
<ul style="list-style-type: none"> <li>How will these numbers affect your current gross margin?</li> </ul>	Sale and Manager		
<ul style="list-style-type: none"> <li>Where are we in the sales process?</li> </ul>	Sales Person		
<ul style="list-style-type: none"> <li>Are we selling price or solutions?</li> </ul>	Sales and Manager		
<ul style="list-style-type: none"> <li>Where's our sales focus?</li> </ul>	Manager		

<ul style="list-style-type: none"> <li>Develop creative pricing structures or optional plans</li> </ul>	Manager and Team		
Skill Assessment of each sales person	Manager or Lori Williams with Creative Management Consultants!		
<b>Training for Sales Team</b> <ul style="list-style-type: none"> <li>How to sell solutions versus price – how to target accounts</li> <li>How to sell strategically</li> </ul>	Lori Williams with Creative Management Consultants!		
<b>Execute the POA</b>			
Apply rate increases to Current Client Base	Management	First of Year	
Start Selling Value and Solutions using creative pricing strategies	Sales Team	Right after training	Management and Lori Williams with follow-up coaching plan
Implement Weekly Sales Planning, Sales Funnel Matrix, Sales Tracking, Client Development Plan	Sales Team	Right after training	Management on a weekly basis