

THE ULTIMATE SALES PROCESS SLUMP BUSTER: ACTIVITY

Michael Trotter

President Front Range Roofing Systems LLC

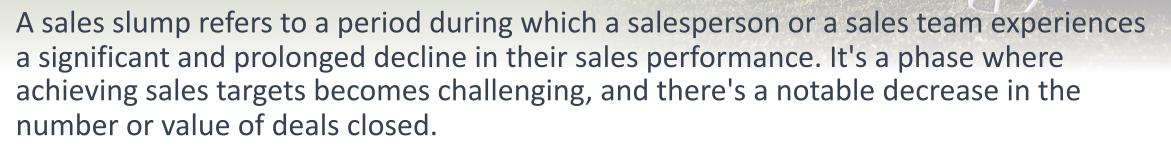


What we track

- Job Walk
- Job Bid
- Bid Revised
- Follow-Up Call
- Meeting/Talking/Social with Decision Maker
- Sale
- Repeat Sale
- Referral
- Professional Development



Sales Slump – Al says:



Sales slumps can be caused by various factors, including market changes, increased competition, shifts in customer preferences, economic downturns, or internal issues within the sales team. During a slump, sales professionals often find it difficult to maintain their usual level of motivation and may struggle to close deals.

Overcoming a sales slump requires a combination of analyzing the root causes, adjusting sales strategies, reevaluating goals, and rekindling motivation. It's a common challenge in the world of sales, and with the right approach, individuals and teams can bounce back and regain their momentum.

Sales Slump – The Numbers

2012*	\$806,000.00
2013	\$2,950,000.00
2014	\$2,360,000.00
2015	\$4,465,000.00
2016	\$2,731,000.00
2017	\$5,275,000.00
2018	\$8,362,000.00
2019	\$6,255,000.00
2020	\$2,751,000.00



* August-Dec 2012

Success



2022	\$9,585,000.00
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2023**

\$9,378,000.00

** Through 10-31-2023

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