

BEST of SUCCESS

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 – AI says:



A sales slump refers to a period during which a salesperson or a sales team experiences a significant and prolonged decline in their sales performance. It's a phase where achieving sales targets becomes challenging, and there's a notable decrease in the number or value of deals closed.

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



2021	\$5,965,000.00
2022	\$9,585,000.00
2023**	\$9,378,000.00

** Through 10-31-2023

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