

STRUCTURED
SALES CONSULTING

BUILDING
EXCELLENCE IN
SALES TEAMS



Supercharge your Sales Team

structuredsales.com.au

Practical, proven concepts and strategies for sales teams to build quality revenue in competitive environments.

1 Sales Team Audit

We will review your current Sales Team configuration and performance to provide a detailed report, along with recommendations to boost top and bottom line results.

- » **Sales Team Structure Review** – align the structure of your team and improve cooperation and cohesion to meet the goals of your business.
- » **Team Competency** – aptitude and behavioural assessments to place the best people in the right roles.
- » **Market Approach Review** – ensure your marketing and proposal documentation aligns with your business goals in the most professional way.
- » **Time Management Assessment** – know how your team is spending time and ensure that time is producing quality outcomes.

2 Sales Coaching

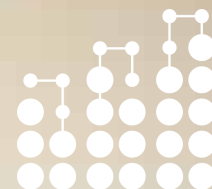
We will tailor a program to your specific needs, providing both group and individual coaching at your premises, off-site or in the field.

- » **Practical, systemically implemented concepts** – which use plain language and simple, yet effective techniques for your Sales staff.
- » **Field confidence** – be sure that your Sales people are consistently presenting your business in the most professional way.
- » **Close the deal more often and more efficiently** – from lead to first trade, understand your customers' drivers to award business to you.
- » **Price Retention** – compete on more than just price.

3 Analytics

We will work with your team to install a range of Sales data mechanisms to bring transparency to the Sales function.

- » **Sales transparency** – improve pipeline transparency with or without a CRM, regardless of the location of your employees.
- » **Custom reporting** – objective, easily understood performance reporting to gain insight into your customers and the performance of your Sales Team.
- » **Team Focus** – make sure your Sales Team is focussed on your key markets based on objective statistical analysis.
- » **Account Management Approach** – Standardise the account management function using customised templates and reporting mechanisms.



4 Immersive

Our expert will be your on-site Sales Manager for a contracted period of time, implementing a pre-determined change program to restructure, modernise and standardise your existing Sales Team. Perfect for smaller organisation wanting to lift performance of the Sales function without the long term commitment of employing a Sales Manager.

- » **Implement a Sales Excellence program without long-term costs** - coach your sales and customer service staff, implement best practice reporting, improve transparency and lift performance without long term costs.
- » **Gain access to experienced, proven Sales expertise** – that can create long term results with a short-term investment.
- » **Implement custom monitoring tools** – to ensure that implemented changes carry on indefinitely after the Immersion ceases.

5 Stop Gap

- » **Unexpected resignation?** – Retain momentum with a highly qualified and experienced management or analytical resource.
- » **Add bolt-ons** – take the opportunity to install a range of lasting sales disciplines whilst you recruit.
- » **Upskill to promote from within** – our sales management coaching program can assist to upskill an existing employee to position for promotion.

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