

Improve Sales Results

Increase Sales Productivity

Reduce Sales Cycles

Optimize Sales Resources

Enhance Solution Selling



Leading Sales Teams to Success

The most successful businesses are ones that have a coordinated and aligned organization centered on their business objectives and processes.

The world of today's sales professional and sales manager is more challenging and faster paced than ever before. As a result, revenues are not increasing as they were or as expected. Selling seems to be getting harder and more complex while there is a strong desire to transition the sales force to a more solution, or consultative, style of selling. This is also tied in with the belief that the sales force should be calling at a higher level in their prospect organizations.

Situations Occurring in the Market

- Sales Cycles are much longer than expected
- More Leads are required to close a sale than ever before
- Learning Curves for newly hired sales reps are longer
- Productive Selling Time is decreasing when it should be increasing
- Accurate Forecasts for gaining predictable revenue projections are not obtainable
- The Collecting and Organizing of sales information wastes enormous amounts of sales reps' and management's time

Many organizations have attempted to solve these problems with technology by purchasing Sales Force Automation (SFA) or Customer Relationship Management (CRM) products. Unfortunately, without a business and sales plan that defines the internal processes within an organization, technology alone is not the solution. As a result, CRM/SFA implementations are failing to deliver their promised benefits. Investments in these technologies often provide little direct value to the sales force, no return-on-investment (ROI) and poor customer relations.

How Can We Help?

PEAK Sales Consulting provides the methodologies to achieve dramatic improvements through your sales team with measurable ROI. Working closely with you and your team, we develop your sales processes, or enhance your existing ones, and help implement them

throughout your organization using tools and training to ensure consistent and continuous use. Whether you're already using a CRM tool or not, a Sales Process should be developed to be used as a standardized and formalized methodology for enhancing the life-time relationship you should be having with your customers.

Our Approach

The most successful businesses are ones that have a coordinated and aligned organization centered on their business objectives and processes. PEAK Sales Consulting will work closely with you to help define and develop your sales processes, identify best practices within your organization, build models that easily and automatically replicate these processes and practices, and measure the results to ensure there's an acceptable ROI (Return-On-Investment).

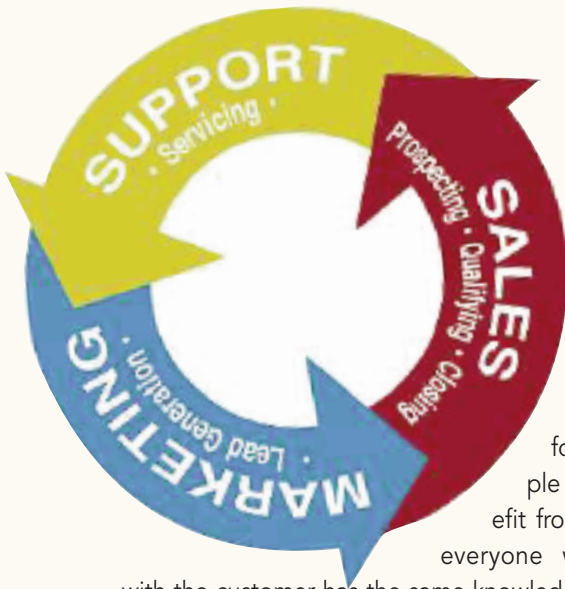
PEAK Sales Consulting increases your sales effectiveness by providing dynamic, repeatable and sustainable results in sales effectiveness to:

- Escalate your sales growth
- Boost revenue
- Develop and leverage best practices
- Expand sales productivity
- Increase closing rates
- Minimize ramp-up time for new-hires

Sales Processes

Typically, companies find that most unrealized expectations in their sales performance have little to do with lack of ability, talent or activity. The problem is how these factors work in harmony with each other and if they are consistent with the overall business philosophy of acquiring and retaining customers.

The solution to these problems is to make sure everyone is working the same way and to capture and leverage the best practices of your most successful sales people. Having an effective Sales Process is the first step to achieving this goal. Once you have one, it can



be modeled with technology in order to provide an automated methodology for all your people to use and benefit from. The result is everyone who interfaces with the customer has the same knowledge and information about their business in order to achieve an effective and long-lasting relationship with that customer.

The Sales Process involves more than just the sales reps, however. It involves everyone who “touches” the customer. Marketing, who focuses on lead generation, is the first touch. The Sales department follows up with prospecting, qualifying, filling the needs (selling) and closing. The Support Desk completes the cycle by providing world-class customer support. Thus, there is an endless, closed-loop of selling and supporting. As you sell, you then support. And the satisfied customers come back to buy more. This is a lifetime relationship and managed most successfully when a business has a clearly defined sales process focused on acquiring and retaining satisfied clients.

Sales Analysis

In order to monitor success, it is imperative to perform an analysis of your business before any changes occur. Such analysis will determine:

- The length of your sales cycles (both actual and desired)
- The efforts and costs required to close an order
- How many leads are required to close an order (leads vs. sales)
- What the annual sales expectations should be for a single sales rep

Once completed, this “benchmark” can be used as a measurement for improvement over time. As the sales process is implemented and rolled out, management reports can determine what performance tune-ups might be necessary, and adjustments made accordingly.

Sales Process Roadmap

A Sales Process is a “roadmap” that identifies a logical sequence of activities that are consistently implemented from prospecting through to closing, and support. This roadmap identifies key issues such as what you’re selling and to whom, how you sell, what activities are required to move the prospect through the pipeline, what is their sequence, and how do you measure your success.

To ensure the process is successful, it must be combined with adequate training for all members of the team. Additionally, the rollout activities must be clearly defined and communicated to ensure all parties are working with consistent terminology and actions. These are all clearly defined in the Sales Process Roadmap.

Resource Planning

The sales process will help determine the performance measurements of your sales organizations. As such, you will be able to determine what additional resources may be required, how to deploy your existing resources and what resource development or training is required.

Based on this data, recommendations are made such as:

- Current and future staffing requirements
- Optimum activity level for your sales team
- Quota allocations
- Territory realignments
- Support requirements
- Channel strategies

With these answers in hand, it is possible to develop realistic business projections for future years to come, since they are based on actual results and can produce defendable revenue plans.

Key Success Factors to Increase Sales Effectiveness

- Identify Best Practices
- Develop Sales Processes
- Build Models to Replicate and Automate Processes
- Measure Results

Developing business and sales processes to enhance your customer relationship management

- Accelerate your sales growth
- Improve sales results of the individual sales rep and sales team
- Increase your closing rates by improving your conversion ratios
- Identify and leverage best practices of your sales reps and sales managers
- Reduce ramp-up time for new sales professionals
- Help transition to a solution style of selling
- Provide accurate forecasting procedures and useful management reports with minimum resource expenditures

Background



Russ Lombardo, President of PEAK Sales Consulting, has over 3 decades in the high tech industry in a variety of positions including sales, marketing, product management, product marketing, systems analyst, and executive management. Since 1994, he's worked for major Customer Relationship Management vendors such as SalesLogix and GoldMine Software (FrontRange) as a successful sales and marketing manager and sales rep. He has designed and implemented sales processes using the latest technologies and has worked with hundreds of companies on their sales process requirements.

As the former National Sales Director for GoldMine Software, Mr. Lombardo built and managed large sales organizations that included corporate-based inside sales, as well as outside sales, dispersed throughout the United States as a remote sales force. He has personally lived through end user experiences as well as those of many companies from a needs-analysis viewpoint right through to implementation. Mr. Lombardo is author of CRM for the Common Man, Smart Marketing & CyberSelling.



You can e-mail Mr. Lombardo at
russ@peaksalesconsulting.com

Cary, NC 27519

www.peaksalesconsulting.com