

Sales Process Mapping Workshop

A formal sales process and sales tools are integral and often overlooked components of sustainable revenue growth. Sales organizations are being disrupted by unprecedented factors in today's economy. Buyer behavior is changing radically while multiple internal and external forces are disrupting traditional sales approaches.

Changes are occurring in buyer expectations, the pace of business, a company's ability to sustain a competitive advantage, the impact of millennials in the workforce, the crunch for sales talent and the emergence of big data. A formal sales process will improve quality, efficiency, effectiveness, predictability, repeatability and manageability of your sales function.

Deliverables to client:

- Learn key attributes of a sales process
- Examine the buying process of typical customers
- List key steps in a typical sales campaign
- Identify key activities and best sales practices to advance the opportunity
- Determine milestones and buyer outcomes that verify acceptable completion of a step and enable advancement in the sales process
- Clarify roles and responsibilities of key resources at each step
- Identify sales tools that can assist sellers perform key activities and advance the opportunity with a higher probability of success

"As a result of mapping and implementing a formal sales process with the help of NEPIRC, our sales revenues are up more than 20% over the past year. At the same time, we have significantly increased our margins and the number of new customers we serve."

Debbie Voges-Schneider
Executive Vice President
Roesch, Inc., Belleville, Illinois

Outcome: Participants will leave with an initial Sales Process Map tailored to their organization

Benefits of a Sales Process:

- Improved sales performance across the organization
- Sales staff will be better enabled to do the right thing, at the right time, the right way
- Sales opportunities will advance through the sales cycle more effectively and efficiently and with a higher probability of success
- A formal sales process will provide the platform for more effective sales management
- Managers will be better able to identify gaps in sales execution and skill development and provide more targeted assistance and coaching support
- Managers will more effectively coach opportunities in the pipeline and more accurately forecast sales revenue

For more information e-mail us at info@nepirc.com