



Consulting Services

800.766.0462

info@thesalescoach.com
thesalescoach.com

Menu

To compete in today's marketplace, well-run sales organizations must have sound sales strategies and clear execution plans.

These same organizations must constantly evaluate their sales operations if they want to stay competitive. Any inefficiency in staffing, channel partnerships, selling practices, account management or competitive positioning could cost you big.

This catalog of services will help you evaluate your operation on a global basis. It is a list of areas we have seen many well-managed sales organizations focus on. And it highlights the topics that many sales organizations struggle with.

When engaging the services of a sales consultant or coach, one needs to identify the areas that will have the greatest impact on the sales organization, and prioritize them with the help of the consultant to match your overall corporate objectives.

Consulting assignments are typically based upon one of these customer goals:

- Strategy Development
- Tactical Implementation

Strategy Development

A Strategic Sales Plan charts your course. It documents your direction, defines the operation of your sales force and creates an "objective based" sales organization.

We believe in outlining your strategy, sharing these plans with your staff, and focusing everyone's efforts on your specific goals and objectives.

Strategic Sales Plans®

- A Customized Plan for Your Specific Situation
- In line with your Company Vision and Mission Statement
- Based upon the Current State of Your Industry
- Complete Plan Creation and Writing
- Implementation and Deployment (to your reps/employees) included
- Continuous Monitoring, Evaluation and Feedback

Market Definition®

- Market Analysis and Positioning Statements
- Vertical vs. Horizontal Marketing Analysis
- Sales Force Size and Channel Planning
- Territory Alignment and Assignments
- Strategic Market Development Plans (by product or geography)



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National Account Planning®

- Complete National/Key Account Strategies
- Target Account Planning
- Corporate Audits and Client Profiles
- Negotiations of:
 - Multiyear Contracts
 - Volume Discounts Product/Service Bundling

New Business Development Strategies®

- Complete Prospecting Systems
- New revenue generating initiatives
- Expanding to new markets/customers
- Growth of existing accounts through additional products/services
- Recapture previously lost accounts

Sales Process Analysis and Validation®

- Turnkey "Sales Systems"
- Standardization of your Sales Approach
- Creation of a common "Sales Language"
- Complete RFI/RFP/RFQ process documentation
- Total Sales Reporting and Tracking Systems

Competitive Market Selling®

- Competitive Intelligence and Analysis (SWOT)
- Opportunity Analysis (by market or competitor)
- Deal-by-Deal Strategy and Coaching
- Customer Relationship/Retention Strategies



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Tactical Implementation

Strategies are only as good as their execution. That's why we offer the following implementation services. These help you prioritize your objectives, create executable plans and introduce successful initiatives.

Compensation Planning®

- Existing Plan Analysis and Critique
- Industry Research and Benchmarking
- New Plan Development and Writing
- Negotiation and Role Out with Reps
- Ongoing Financial Analysis

Contact Management Software Consulting®

- Planning, evaluation and role out of these systems.

Company/Product Presentation®

- Creation Assistance
- Role Out and Training

Sales Reporting with Benchmarking®

- Turnkey Sales Reporting Systems
- Implementation and Role Out
- Monitoring and Evaluation
- Performance Ranking and Reporting
- Compensation and Incentive Analysis

Skills Assessment and Development®

- Selling Skills Testing and Evaluation
- Skill Development Plans
- Training Program Development and Outline
- Role Out of Training Programs

For information on each of these services and a free consultation, contact us.