

Sales Effectiveness Assessment

What does this mean?

The ProActiveSales effectiveness assessment is a service designed to assess the effectiveness of your sales system and all those that are involved in the sales process. This would include the Customer Service Team, the Field Sales Team and the Management Team.

This service provides an independent assessment looking for things you are doing right and areas in which improvements may be made. It will look at:

- ✓ How each of the teams operates and goes about their daily/weekly tasks and importantly how they inter-relate.
- ✓ How information received from the market place is managed, logged and used to maximum effectiveness.

In fact, the whole of the sales process from planning and initial contact with the customer, through to receipt of order, delivery of product/service and post sales Account Management will be analysed.

How will my organisation benefit?

- ✓ Access to qualified and experienced sales and sales management professionals with over 25 years of experience.
- ✓ Confirmation of the areas where you are doing things right.
- ✓ Confidence that recommendations for change and improvement come from sales management professionals with the relevant hands-on experience.
- ✓ Access to services which can implement changes to maximum effectiveness.
- ✓ A service specifically designed to help small to medium size businesses get the most from their sales teams and processes.

What Is Included?

The ProActiveSales effectiveness assessment provides an invaluable independent assessment of your sales process. In order that we can provide the best service and most comprehensive assessment and recommendations we include the following:

- ✓ **Initial one-to-one meeting** – this is an informal discussion to gain an understanding of the current processes and those involved and for you to address any specific areas of concern. After the meeting ProActiveSales will be able to fully assess the extent of work that may be needed and the costs involved.
- ✓ **Review of the current processes** – management of the sales funnel, receipt of enquiry through to post delivery service, data recording, CRM systems, and inter-action between teams.

- ✓ **Review of the Sales Management Process** – covering planning, goal setting, target setting, progress monitoring, use of ‘CRM’ systems, and so on.
- ✓ **Review of Field Sales Operations** – covering objectives, goal setting, achievements, strengths and weaknesses, discussions with the teams, customer visits, etc.
- ✓ **Review of Customer Service Operations** – discussions with them, how they relate directly with the field sales team, the market place and operations, how data is recorded.
- ✓ **Post Sales Customer Care** - how customer ‘accounts’ are managed and by whom.
- ✓ **Detailed Report** – strengths and weaknesses, specific recommendations.

What Does It Cost?

The fees for the **ProActiveSales** effectiveness assessment will vary according to the extent of the work involved and the size of the sales team. An initial meeting would take place free-of-charge after which an accurate assessment of the time required will be made, a firm quotation will follow.

ProActiveSales will always make sure to offer a best value for money proposition and will agree fee rates in advance and hold them for a specified period. Alternatively, where there is an agreed scope for a complete project, a fixed fee can be agreed in advance to cover all relevant activities and expenses.

About ProActiveSales

ProActiveSales is a business that utilizes over 25 years of experience of working in Corporate and Business-to-Business Sales to offer services that deliver significant benefits to your sales operation. Whether it be assessing your sales operation to look for areas of optimization or actually carrying out sales activities, you can be sure of a professional service that brings measurable returns on investment to your business.

You can chose from any one or a combination of the following Service Offers:

- ✓ **Interim Sales**
- ✓ **Sales Effectiveness Assessment**
- ✓ **Sales Training and Coaching**