

80/20 Sales Performance Improvement (SPI)

We research your sales results, activities and operations to identify practical ways to increase business.

"Our goal is to find practical ways to improve the year on year performance, profitability and productivity of your sales and customer service resources and operations."

Whatever your business, it is likely that you are effected in some way by the current economic conditions. 'Business as usual' is probably not the best response in this case. What might be of value is a focused review of your sales methods, tactics and strategy and the implementation of some **low or no-cost** new approaches to generating business.

Based on many years of experience we have found that there are 12 'common problems' or 'opportunities for improvement' – see panel.

Using a simple but comprehensive methodology, we can analyse your current effectiveness in each of these areas, for **a low and fixed price consultation**. This will produce a concise and clear report, detailing very objectively the current situation for each of these points and how, if appropriate, each area might be improved.



Potential benefits of 8020 SPI consultation:

- Create a more strategic and planned approach to your sales growth, taking into account tougher market conditions.
- Identify practical and innovative ways to improve your sales results in the short, medium and long term.
- New methods of motivating, directing and supporting sales and client-facing people.
- Ways to compete more effectively in the marketplace and 'push-back' on restraining market or economic trends.
- How best to integrate different forms of sales and marketing activity, and measure the ROI and profitability of our activities and programmes.
- Run sales and marketing campaigns in a more cost-effective way.
- Apply a strategic sales improvement plan to your business or sales team.

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Suitable for all types of businesses

Twelve key areas of SPI focus

Here are the 12 key elements upon which most sales improvements can be built.

1. Creating a more balanced sales portfolio by pro-actively managing and developing your customer base.
2. Achieving more cost-effective lead-generation and new customer acquisition through smarter sales and marketing activities.
3. Beating the sales 'roller-coaster' – improving the consistency of month-to-month sales results
4. Implementing an 'organised persistence' program to ensure consistent follow-up – a low-cost and high-gain 'contact strategy', with or without a CRM system.
5. Company, product and solution differentiation – using the 'comparative advantage' model to more clearly explain to customers what makes you different from your competitors.
6. Improve the motivation and sales conviction in your people - Do your sales team believe in what they are selling? And your prices? Can they close effectively?
7. Improving the use of sales time: How much time is actually spent with customers, talking to customers, or working directly on business development activities?
8. Using ratios to measure and improve individual and team sales productivity, plus solutions to common sales productivity problems.
9. Customer development – practical ways to maximise individual customer potential through up-selling and cross-selling, especially through price and promotional campaigns.
10. More effective sales pipeline review – improving your sales reporting, qualification and pipeline management effectiveness.
11. Increasing sales skills and customer 'impact'.
12. Managing the variance in sales performance – how to close the gap between the highest and lowest performing sales people.

We can analyse these areas for a fixed-price basis.

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