



Sales Process Improvement

Boring, boring, boring! What sales person wants to get bogged down worrying about a silly sales process when they could be getting on with what they are paid to do – adding value to clients – and so earning peer respect, the respect of internal management and – more often than not – fat, juicy commissions?!

A Common Problem

You certainly don't want your sales people getting bogged down in unnecessary process.

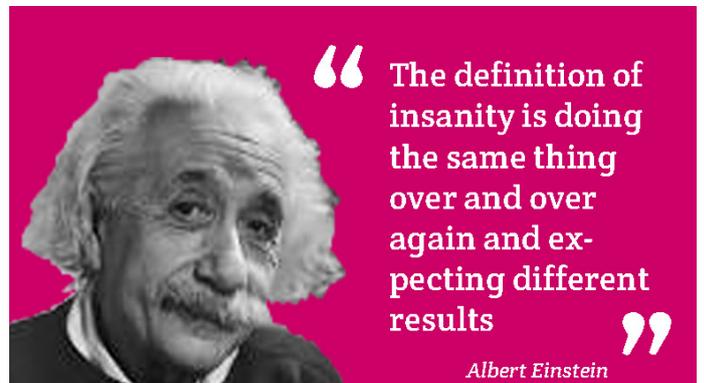
But conversely would you be happy if your people were working entirely without regard to any sales process or method?

Asking how we might be able to do things better and optimising the type and sequence of sales steps to get to the closed deal might make obvious sense.

But so often sales organisations apply the sales ways of working and partially formed processes to every sales situation - a very common situation (and Einstein's definition of insanity!).

Sales Success is Predicated upon Process

The most successful B2B (business to business) sales people and sales organisations are those that work together as a well co-ordinated and practised team, adhering to a tried, tested and optimised way of selling. Which is a considered **sales process**,



as boring as that might sound.

Whilst we would never suggest that an organisation or sales person not following a sales process proves madness, what is





Duncan Cranmer [of Quantum] enabled CastleOak to formalise a structured sales process. His facilitated workshops worked well, encouraged positive collaboration and achieved a swift outcome. This groundwork enabled us to improve and formalise the sales process, and provide our developers with a blue print to implement Salesforce CRM. The process was swift, professional and got senior colleagues on the same page quickly.

Head of Marketing, CastleOak Group



incontrovertible is that it makes sound business and financial sense to make sure you know what methods, messages and tools work best with your prospects.

Then, once you know what works, continue to repeat what has been proven to work well in the past. (Why wouldn't you ... a reasonable definition of sales sanity, perhaps?).

By documenting and sharing best practice across the sales organisation you are spreading the necessary foundations of team level success. And success breeds success.

The sales process workshop is the cornerstone of optimisation and future sales success. In order to get the most from the workshop we will meet with a representative sample of your sales team, as well as with those performing support functions around sales (e.g. Marketing, Product Management, Operations etc.). These intimate discovery interviews point the way to how processes can be bettered and on this basis the workshop is designed and structured for maximum participation and impact.

The workshop bring together your nominated sales professionals to discuss, share and agree best practise. These facilitated workshops are great opportunities to reflect on what has worked well in different sales situations, and what has worked less well. The key attributes of success and best practice are identified and retained. This is best practice which is documented and reviewed with your sales leaders until approved; at which point the new process is shared with everyone in and around the sales team.

The format of the final output is entirely down to you. The established standard used to be a hardcopy flow chart or one page summary. But increasingly the need is for interactive sales playbooks embedded into the corporate CRM system.

In a world where everything is increasingly just one tap of the finger away via a tablet, phone or PC, why shouldn't an optimised, tried-and-tested sales process be accessed like this too?



They've had a major impact ... helping define and improve our internal systems and processes.

Chief Executive Officer, Harmoni



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The most successful B2B sales people and sales organisations are those that work together as a well co-ordinated and practised team, adhering to a tried, tested and optimised way of selling. Ask Quantum to run the rule over your current processes to see how and where they might be improved.



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