

**Sales Enablement** is all about maximising the outcome of the “opportunity development time” a sales representative has, and leveraging the habits of your top sales performers for the benefit of the whole sales team. It facilitates the preparation for, holding of, and follow-up from, customer meetings to ensure the sales representative has the greatest chance of success, where success is defined as moving the sale forward or closing.

Sales Enablement approaches the sales cycle not from the perspective of your company’s products and services, but from your customers’ perspective.....“help your people listen to what I need, to be able position your solution so that it addresses the challenges I face, and make it easy to buy from you”.

**Our approach** is based on a practical, pragmatic and proven methodology which ensures a stepwise progression, with options and recommendations at each step. The first phase of this approach is called Discovery.

**The Discovery Phase** encompasses the following activities in order to identify key areas for improvement around the sales operation;

- Online survey results from the sales team and management
- Analysis of the customer buying cycle and win/loss analysis
- Short workshop attended by key members of the marketing, sales and where appropriate professional services team

**The deliverables** that result from these activities are:

- Summarised results from the online survey
- Documented customer buying cycle
- Summarised win/loss analysis
- Documented output from the Discovery Workshop
- Recommended next phase and options
- Meeting to present findings and discuss options



**What is the commitment** required? Our proven methodology keeps the impact to your team to a minimum. Apart from five minute online survey and some management time, the main commitment is the Discovery Workshop. Typically this is a half day and attended by five to seven people chosen for their experience, success and acknowledged high regard they are held in by their peers.

**How much** will this cost? The Discovery Phase described above can be delivered for a fixed cost of £3,850.00 (plus VAT and expenses). This modest investment can kick-start the transformation of your sales operation, and, based on our experience, deliver significant revenue growth.

We will be happy to discuss the options for continuing beyond the Discovery Phase, and their associated cost, in order to give you a view of how the complete Sales Enablement Roadmap might look for your sales operation.