

PROCESS DEFINITION

The objective is to ensure you have the mechanism by which you can embed, and so obtain ongoing value, from your selling process.

Thus, this is the start point of our bespoke services, where we either review your documented sales and marketing processes and, with your input, augment them if and as required or help you articulate and document them.

Fundamental to the process is the concept of customer-verifiable-evidenced based opportunity pipeline milestones qualification criteria. The outcome being to put in place objective and measurable data points based upon the position of the buyer(s) in their buying cycle, as confirmed and documented by the buyer(s).

These objective data can then be mapped to the subjective experience to identify where there is alignment/misalignment. This, in turn helps you to determine the appropriate selling response and with the ongoing set of qualification decisions whether to allocate, or continue to commit, scarce resources to the given opportunity.

We proceed on the basis that, whereas it is the sales function that is accountable for achieving target sales performance and that all those in the sales function have to be committed to, and be in receipt of, value from the process, all members of an organisation have a role to play in obtaining and maintaining customers.

This is why the organisation selling process has to be understood by all in the organisation and that ultimate ownership for the implementation and ongoing operation of the process rests with the Managing Director/CEO supported by the management team.

Once the process is agreed, we then work with you to document it and determine the development programme content and implementation plan.

Action

Contact John Busby now on + 44 (0) 7968 066 165 or email at jb@bkc.net to arrange an initial conversation

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