



## Business Performance Accelerators Process Embedding Module

### PROCESS EMBEDDING PROGRAMMES

To embed your sales process requires work in all the three areas of  
**Talent-Process-Technology.**



We do this through combining our various service products into a customised mix for the particular goals of any given organisation by drawing upon any/all of the following:

- ❖ Implementing a selling process that includes improving forecasting predictability based upon customer verifiable evidence using combinations of: consultancy; workshops; field reinforcement;
- ❖ Facilitating Sales-Ready-Messaging®\* by helping senior management to ensure marketing & sales work together to define & work with the messages required at all stages & all levels in the buy/sell cycle;
- ❖ Sales Force development to view selling as stimulating buying so that buyers take action to close & how to achieve this for: management; sales; marketing; support; professional services;
- ❖ Coaching managers for superior business performance;
- ❖ Implementing a process that can be used to enhance influencing & negotiation to optimal outcomes;
- ❖ Recruitment & interview process management to ensure new hires stay hired & become productive;
- ❖ Financial Metrics including: ROCE; Payback; Cost-of-Delay;
- ❖ Process automation including opportunity management technology;
- ❖ Sales Operations Support to help free sales managers to focus upon their core activities.

#### **Action**

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

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**[www.businessperformanceaccelerators.com](http://www.businessperformanceaccelerators.com)**