

## Sales Process Design and Develop model



<i>Expectations and Evaluation</i>	<i>Equip (Sales/Service, Mgmt and Support, Customers)</i>	<i>Inform and Inspire</i>	<i>Educate/Coach</i>
<ul style="list-style-type: none"> <li>- Strategy and objectives</li> <li>- Voice of the customer</li> <li>- Specific expectations, activities, protocols, competencies by job function</li> <li>- What will success look, sound, feel like?</li> <li>- How will we know? Who/how will we evaluate?</li> <li>- Leadership alignment</li> </ul>	<ul style="list-style-type: none"> <li>- Product and service proof points; Value proposition</li> <li>- Reference/Knowledge resources</li> <li>- Sales support (sales assist, help desk)</li> <li>- Interactive point of sale collateral/tools</li> <li>- Reporting tools</li> <li>- Simplified fulfillment of services, conversion process, on-boarding process</li> <li>- Business / Activity planning process and tools</li> <li>- Client and prospect analytics</li> </ul>	<ul style="list-style-type: none"> <li>- Leader briefs</li> <li>- Socialize the changes</li> <li>- Testimonials and best practice sharing</li> <li>- Voice of Employee, supporting research</li> <li>- Incentives, rewards and recognition programs aligned</li> <li>- Recognition and best practice sharing plan</li> <li>- Consolidate and streamlined internal communications process and vehicles</li> </ul>	<ul style="list-style-type: none"> <li>- Training and communications plan and delivery</li> <li>- Practice tools for sales and service managers <b>Prepare, Practice, Perform</b></li> <li>- Mgmt and Feedback/Coaching tools</li> <li>- Consistent check-in to reinforce and re-direct</li> </ul>