

Sales Transformation – Model for Design, Development and Execution



- Diagnose and assess - current culture, strategies, structure and process
- Design and develop the strategies
- Define the desired culture and structure to support the strategies
- Define and align the supporting expectations, competencies, systems and organizations Equip to perform
- Re-build the Team – hiring, on-boarding, communications, education and coaching

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