LEA4DERSHIP Success

OUR PROCESS
COLLABORATE | INNOVATE
4
EXECUTE | MENTOR

PROCESS FOR BUILDING A SALES & GROWTH CULTURE

STEP 01

Benchmarking and Analysis of Business Development

- Conduct an analysis of past sales across several factors
- Interview all stakeholders involved in sales
- Examine cost, compensation, margins
- Review sales pipeline & sales process
- Consider sales competency testing

STEP 02

Review Marketing and Lead Generation Activities

- Review past marketing spend
- Look at current and future marketing plans
- Determine how leads are currently obtained compared to best practices
- Establish best practices

STEP 03

Examine Key Sales & Marketing Elements

- Understand Ideal customer profile, establish customer personas
- Establish, reinforce, or align customer value propositions
- Create strong Elevator pitch and follow up pitches
- Create most impactful discovery questions for initial client contact

STEP 04

Build a Proven and Repeatable Process

- Establish & document sales protocols
- Promote best practices
- Build territory sales plan against 3-5 ideal customer profiles
- Establish sequences and expectations for sales processes

STEP 05

Develop and Align Marketing to Drive Qualified Leads

- Establish and Build Sales Eco-system and Centers of Influence
- Plan marketing to include social media, free and paid programs
- Develop thought leadership marketing opportunities

STEP 06

Enhance Use of Technology

- Improve or create a CRM that assist in closing sales
- Develop a lead nurturing cadence for marketing and salespeople
- Establish territory management plan to minimize cost associated with travel if required
- Review website and associated processes that enhance and encourage prospect engagement

STEP 07

Coach and Development Sales Leadership

- Perform or assist in the development of a coaching culture
- Develop leading indicators and other metrics for success
- Establish targets, personal development goals and financial expectations with sales & Marketing personnel
- Review and recommend compensation models, incentive programs etc.

STEP 08

Drive, Monitor and Enhance Consistent Sales/Growth Performance

- Develop individual personal growth plans for all sales stakeholder
- Maintain a consistent and relevant sales training and meeting cadence
- Drive team and individual behaviors toward consistent and predictable revenue growth