

Sales and Marketing Optimisation Review

The timescale for the review is usually 3-5 days on site plus report creation time.

1. Target market and new target users / prospects

Analysing which of your clients are most valuable and what they need. Focus on Customer Lifetime Value revenue potential.

2. Define market research needs

What research needs to be undertaken to intimately understand your client needs.

3. Positioning versus competitors

Mapping your product benefits against those of your competitors, in order to focus on key USP and brand strengths.

4. Brand and USP differentiation

Verify that your customers understand your brand and how they relate to it. Ensure that your brand proposition adds value to your service perception.

5. Product Packaging

Crafting sales packages that meet your target purchaser(s) needs. Focus on visuals, copy and delivery.

6. Contact Strategy Review

A detailed look at how best to communicate with your customers. Determine which communication medium to use (i.e. Telemarketing, Exhibition, PR, Field Sales) when and why.

7. Sales Process Review

Review Sales process in order to optimise resource allocation. Increase order conversion rates and reduce the sales cycle length.

8. Sales Structure Review

Analysis of the existing sales structure to find out if the present structure can be improved and if the sales team are trained, managed, motivated and working in the most productive manner.

9. Sales Cost analysis / Cash Flow Management

An in-depth analysis of the cost of sale and ways to reduce sales costs. Analyse if reductions in cost of improved productivity can be made through outsourcing certain sales functions. Analysis of the product range and sales emphasis to ensure maximum profitability. Analysis of the cash flow management process (payable / receivables / inventory).



10. Sales Approach / Key Performance Indicators (KPIs)

An investigation into the general sales approach, prospecting, appointment making, presentations, quotes and closing business. Analysis of the solutions that are being sold. Examine the KPIs and ensure that they are in line with corporate and financial objectives and that they are monitored and achieved.

11. Targets / Pay Plan

Ensure the existing targets are correct and that the pay plan is set to encourage the correct practises and company results required. Analyse both the Targets and Pay Plan to ensure that the remuneration package encourages both customer retention and new business development. Advice on incentives, recognition rewards and team building events.

12. Customer Service Indicators

Ensure that processes are in place to monitor and act upon customer service results and to ensure that customer care is handled with passion and that prompt follow through.

13. Forecasting

Ensure that forecasting processes are in place to provide an accurate forecast of monthly and long term business. Check that the current processes have been adopted by both sales and sales management.

14. Full Report

With a Sales and Marketing Optimisation Review, you will be given a full report of all findings and recommendations of action to rectify and improve. You will also be given guidelines as to how you can expect these recommendations will affect your company P&L.

The average completion time for a Sales and Marketing Optimisation Review is 3 days on site plus report creation time. The full price of the service is £5000 + VAT.

Assistance is required by sales staff, sales management and by the company financial controller. The report is confidential and will not be disclosed to any other party



Additional Modules

Sales Staff Analysis

An analysis of sales and sales management staff to identify individuals who need development or managing out of the business.

Outsource Contract Negotiation

After identifying an area of the sales process that could be outsourced to either reduce costs or increase productivity, produce a defined requirement document, research potential suppliers and negotiate terms for the contract.

Creation of New KPIs

Amend existing or produce a new set of KPI to meet current business requirements.

Creation of New Pay Plan

Develop a new plan that meets all the current requirements for gross profit, revenue, customer retention, product & services mix and gaining new business.

Customer Feedback Campaign

Run customer feedback campaigns, summarise results and give improvement recommendations.

Product Selection

Research suppliers to find new products or services that may enhance the present solutions offered.
Give advice on product promotions.

Additional Modules are charged at standard rate of £900 +VAT per day or by task.

