


<p><b>Company Prioritisation</b></p> 	<p>Interactive assessment tool to prioritise all allocated companies using a robust selection criteria to ensure the sales team are allocated efficiently and spend time with the most appropriate companies.</p> <p>Groups companies into an ABCD categorisation with differentiated sales and marketing strategies developed for each</p> <ul style="list-style-type: none"> <li>5 Level Prioritisation Criteria</li> <li>Time Management Indicator</li> <li>ABCD Development Strategies</li> <li>Contact Rates</li> <li>Prioritisation Dashboard</li> <li>Company and Contact Database</li> </ul> <p><b>Method:</b> CRM Database, Strategy Workshop, Data Modelling, Individual Coaching</p>
<p><b>Customer Meeting Content</b></p> 	<p>Good practice methodology and guidance to ensure a wide topic base is covered in all customer interactions. Includes group workshops to define the topics and appropriate content together with a meeting guidance tool</p> <ul style="list-style-type: none"> <li>Sales Performance</li> <li>Product Ranges / New Introductions</li> <li>Marketing Support</li> <li>Project Sharing</li> <li>Knowledge and Training</li> <li>Follow Up Actions</li> </ul> <p><b>Method:</b> Presentation, Content Workshop and Guidance Tools</p>
<p><b>Customer Business Planning</b></p> 	<p>Introduces a formalised approach and tools to demonstrate activity and added-value focus to priority customers. Considers the ways in which meeting actions can be dynamically and professionally recorded to gain support and ensure action post-meeting. Two tools are provided to meet the business need</p> <div> <div> <p><b>Business Planner App</b></p> <ul style="list-style-type: none"> <li>Interactive Excel-based App</li> <li>Highly visual 'first-CRM' tool</li> <li>Links to Company Prioritisation Tool</li> </ul> </div> <div> <p><b>Customer Business Plan</b></p> <ul style="list-style-type: none"> <li>One page structured business plan</li> <li>Customer inclusive tool</li> <li>For recording and sharing actions</li> </ul> </div> </div> <p><b>Method:</b> Workshop, Facilitated Discussion and Tool Training</p>
<p><b>Sales Planning</b></p> 	<p>Good practice approach to longer term sales planning covering actions, responsibilities and progress tracking. Utilises and interactive tracker and dashboard to assess the plan is sequential and on-track</p> <p>Ideal for use with:</p> <ul style="list-style-type: none"> <li>Sales Performance</li> <li>New Product Introductions</li> <li>Customer Prospecting</li> <li>Team Development</li> <li>Market Development</li> <li>New Customer Target (Architects)</li> </ul> <p><b>Method:</b> Workshop, Facilitated Discussion and Dashboard Tool Training</p>
<p><b>Managing Price</b></p> 	<p>An often overlooked exploration into understanding the effect of discounting and the resulting sales growth required to retain profitability including managing price increase communications</p> <ul style="list-style-type: none"> <li>Discounting</li> <li>Price Increase Management</li> <li>Rebating</li> <li>Profitability Effect</li> </ul> <p><b>Method:</b> Workshop, Facilitated Discussion and Discounting Guidance Tools</p>