



**SALES PRODUCTIVITY**

## Introducing Sales Productivity

***Selling is the start of the  
business process.***

***Little can happen in any area  
of your organisation until  
someone sells something.***

***The performance of your sales  
force is therefore a key con-  
tributor to the overall success  
of your company.***

### **Who is Sales Productivity**

Sales Productivity is a specialised 'sales-only' consultancy. Our business is exclusively focused on increasing your business effectiveness through maximising the productivity of your sales function.

We are proud of our client base which includes many of Australia and New Zealand's largest and 'blue-chip' companies.

Our principal consultants, have many years of collective sales know-how. Each has a strong and successful sales and business track record in their own right. They all have international experience.

Since our establishment in 1984, Sales Productivity has developed an enviable record for helping businesses to gain the highest levels of performance and productivity from their sales functions. This has generally been achieved without any need for capital outlay.

We work closely with our clients to become their working partner in increasing their levels of sales performance.

The advantages that we provide to our clients include:

- ◆ Skilled resources to assist busy people in situations where time pressures otherwise make it hard to deal with key sales performance issues that can't afford to be ignored.
- ◆ High levels of objectivity in identifying and fixing the real causes of poor sales performance.
- ◆ An extensive set of well researched models and processes that provide a foundation for achieving high levels of sales performance.
- ◆ Proven and practical methods rather than less useful theoretical ideas.
- ◆ Efficient change through our extensive knowledge and experience in increasing sales performance.
- ◆ The ability to develop selling skill and techniques across the complete sales spectrum.

# A Consulting Process That Ensures Results

Our effectiveness in achieving high value outcomes for our clients is a result of our through our disciplined use of a sound sales consulting methodology. In working with you we will carefully follow the following stages:

## 1. Understanding your business and sales process

We will invest time to learn the business context in which your sales people operate and to identify your business goals and keys to success.

Using our practical models of the sales process we will identify blockages and impediments that impact your sales productivity.

Of course, we will include an analysis of your products / services, market place and competition.

## 2. Analysis of issues

Once we have a strong understanding of your business we will move on to identify the symptoms and causes of less than optimal sales performance.

We apply our **S4** model to identify key factors that are affecting your sales performance - Strategies, Systems, Skill Levels and Supervisory Effectiveness.

## 3. Develop, Design and Implement Specific Solutions

In this critical phase of our work we design and implement specific approaches to confront your unique sales performance issues.

Our activities generally consist of projects, workshops or training sessions to increase results.

We work with you closely to ensure maximum relevance and integration.

At this time, our total focus is on producing an enduring increase in sales performance for your organisation.

## 4. Evaluation of Results

We conclude our partnership with you by comparing agreed expectations with the actual outcomes that we have achieved.

We have a real concern for achieving results. Through bench-marking we evaluate changes in effectiveness on each component of our **S4** model.

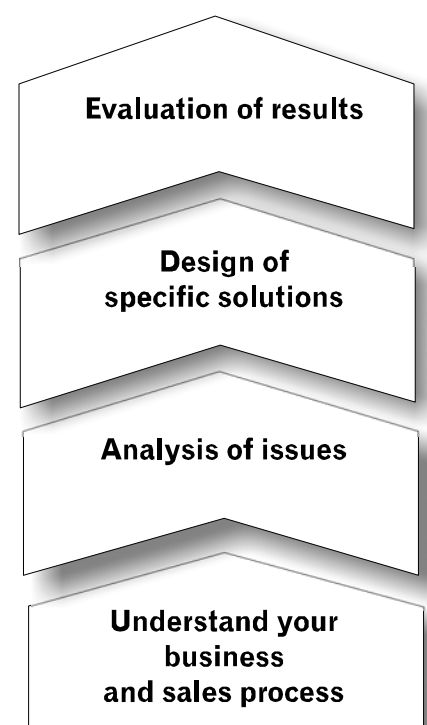
We want to ensure that you continue to gain increased sales performance after we have left.

*"I prefer to work with smaller, specialist consulting organisations.*

*I get to deal directly with the principals, they have a real depth of specialised knowledge and they treat their clients as important."*

**Bob Ludlow,**  
**Deputy Chief**

**Executive - Australia Post**



# Our Services

Our wide range of capabilities make us the one organisation that you will want to have as your working partner in increasing your sales performance and productivity. Our people have strong competencies in each of the following areas.

## Strategic Consulting

- ◆ Development of selling strategies.
- ◆ Sales Force Re-engineering
- ◆ Redefining the sales / customer relationship process to ensure the effectiveness of the total sales force at company, territory and customer levels.
- ◆ Territory review and redesign.
- ◆ Sales force automation.

## Sales Planning Methodologies

- ◆ Development and implementation of complete sales planning and management systems.
- ◆ Tender / bid management planning and processes.
- ◆ Strategic sales opportunity planning process.
- ◆ Account planning and management processes.
- ◆ Consulting advice to increase success in winning key sales opportunities.

## Change Management

- ◆ Development of pro-active selling cultures and levels of customer focus.
- ◆ Transitioning from low value product oriented selling methods to higher value customer

## Skills Training

- ◆ Skill audits and training needs analysis.
- ◆ Development of selling skills across a complete range of tactical and strategic techniques.
- ◆ Sales management training and development.

## Productivity Issues

- ◆ Management of sales force logistics to ensure best application of the sales force in the field.
- ◆ Maximising time utilisation.
- ◆ Increasing the effectiveness of prospecting and qualification processes.
- ◆ Advice on compensation and incentive structures.

## Staffing

- ◆ Analysis of selection and performance profiles and development of evaluation criteria at all sales levels.



***“Sales Productivity Partnership  
took a great deal of trouble to learn  
our business and adapt their  
processes to fit our selling needs”***

***Richard Payne  
Managing Director,  
Ford Credit Australia***



## How We Achieve Lasting Results

Our approach is to work closely with our clients to improve sales performance through sound processes and the practical application of proven methodologies. We have an action orientation that produces outcomes to impact the immediate sales effectiveness of your organisation and sustained improvement over the longer term.

Unlike other organisations that only provide a narrow focus such as training, our work is based around our S4 model - the four critical contributors to sales effectiveness: Strategies, Systems, Skills & Supervision.

We address each of these S4 factors because of their importance in maximising sales productivity (gaining an increase in sales revenues and margins for the same or lower costs of sale).

*Strategies* - These must be carefully chosen to provide the best methods for approaching your specified markets and sales opportunities.

*Systems* - These are the processes and tools for planning and managing the total sales effort

*Supervision* - The ability to effectively position the sales force in front of customers and in the market through sound organisation, coaching and leadership.

*Skills* - Ensuring that the sales force possess high levels of ability and skills to enable them to make the sale.

Through our application of these S4 factors we act as analysts and engineers of the sales process. We apply our experience and practical processes to identify key sales performance issues, determine priorities and develop outcomes that ensure that you end up with a more effective sales force. We orient our process to achieve just one outcome - ensuring that we create long lasting results and continued improvement after our engagement has concluded. This ensures that we provide you with maximum value for money



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PRODUCTIVITY**

**Sales Productivity  
Consulting**

*For more information on how Sales Productivity can help you to increase your effectiveness in winning major bids and tenders, please call or fax this information to us.*

- Please send me more information on how Sales Productivity's capabilities can help my organisation.
- I would like to talk to a consultant.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

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