

Reducing Sales Ramp Time

Sales ramp-time is the time it takes a sales representative from hire-date, to achieve full productivity. Factors affecting ramp-time are numerous, including product knowledge, industry knowledge, territory familiarity, selling competence, activity-level and experience.

What is the average sales ramp-time in your business? If you are like the rest of the corporations in the World selling complex products, the average ramp time to full productivity is greater than 6 months. According to CSO Insights 2008 Sales Performance Optimization Survey*, only 31.3% of corporations ramp sales to full productivity in less than 6 months.

In this insightful survey, the editors note that it doesn't matter if you are hiring graduates or experienced industry talent, the average ramp time is virtually identical... the "Rolodex" of the experienced rep., does not translate to rapid sales ramp. Considering that the average firm churns 25% of its sales force per year and the average tenure for sales reps is less than 2 years, we have a major leak in revenue caused by low sales productivity that urgently needs to be addressed.

If you could be assured of reducing your sales ramp time by 90 days, what would this be worth to your business in increased revenue?

AMC is enabling corporations to reduce ramp-time and recover this lost revenue through;

1. Providing new hires access to an advanced consultative-sales training curriculum, customised for each client, from day one, through an advanced E-Learning platform.
2. Delivering best-practices Buyer-Relevant-Messaging templates, which capture and clone the conversations of the top sales performers, integrated into the E-learning platform.
3. Embedding industry insight, relevant product-usage scenarios and proof points, into the Messaging templates to encapsulate and rapidly transfer relevant knowledge.

For a no obligation consultation, please call us on +44 2070 969 161, or visit, www.admarco.net

* For more details on CSO Insights 2008 Sales Performance Optimization Survey, visit www.csoinsights.com



PROOF POINT

May 1st. 2008 David Gershon, CEO SuperDerivatives

We recently hired Advanced Marketing Concepts to lead us through a sales and marketing alignment process to re-focus the messaging of our Derivatives pricing platform and Re-valuation services internally and at the same time re-align sales and marketing value creation messaging for our clients.

For many sales people that are new in the company this has proven to be a tremendously valuable toolset to shorten their ramp until they become fully productive. One immediate outcome is that sales people with no background in financial markets feel much more comfortable in conversing with clients around how our products can help them achieve their business goals.

This process required a significant commitment of time from talented people, but has been a high-value exercise and the interaction with the AMC group was both pleasant and fruitful".



SALES & MARKETING
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