



# INSIDE SALES POWER™

*Build a Winning Inside Sales Foundation*

## Establishing a Comprehensive Framework for Inside Sales Success

Inside Sales Power™ is an end-to-end solution that provides sales leadership and management with a complete Inside Sales infrastructure tailored to their specific business challenges and needs.

Broken into five phases, SRi's comprehensive Inside Sales Power™ solution combines our most effective offerings into one complete package, all with an Inside Sales approach:

- Executive Sales Discovery
- Paint-the-Picture® Playbook
- Winning Sales Process™
- Sales Operations
- Sales Leadership Playbook

Designed specifically for executives who are building a new Inside Sales team, launching a new Inside Sales initiative, or scaling an existing Inside Sales team, Inside Sales Power delivers a thorough and detailed plan for sales success with expert advisory and guidance at every step.

Throughout an engagement, SRi will implement all of the processes, models, methods, tools and tactics needed for sustainable growth, and stay hands-on to ensure the investment lays a solid sales groundwork that lasts for years to come.

## CORE COMPONENTS OF A Inside Sales Power™

- + **STRATEGY:** An effective approach to reaching revenue goals, including budgets, sales coverage models, & rules of engagement.
- + **TACTICS:** Best-in-class models, key activities, processes, & steps needed to support strategy.
- + **PROCESS:** A tailored sales process that meets the needs of your prospect & allows you to reach your revenue goals.
- + **TOOLS:** The means that enable your sales team to consistently win, such as customized training, tools, & templates.
- + **EXECUTION:** SRi will work side-by-side with you to provide advisory and ensure all deliverables aid in sustainable growth long beyond the engagement.

Read on to find out  
**WHAT'S INCLUDED**



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# PHASE ONE Executive Sales Discovery



## We Ask the Tough Questions

Any consultant can ask questions; SRI digs deeper. We use the discovery process to extract the core issues and challenges occurring within your Inside Sales organization.

The entire Inside Sales Power™ solution will be based on the findings uncovered during this in-depth discovery process; we tailor our solutions specifically to every individual organization and its unique needs.

The final deliverable is a comprehensive written Executive Sales Discovery based on interviews with key players and extensive research into your current sales structure and future goals.

## Final Report INCLUDES:

- + Examination of corporate sales alignment
- + Interviews within organization & with key clients
- + Sales coverage models and rules of engagement
- + Identification of: sales process, messaging, pain points, value propositions, key reference stories, competitive differentiators
- + Hidden revenue blockers
- + SWOT analyses
- + Top 10 lists
- + Detailed action plan to sales success



# PHASE TWO Paint-the-Picture® Playbook

## Unify Your Sales Process, Strategy & Messaging

WHAT YOU SELL + WHO YOU SELL TO

MAPPED TO HOW YOU SELL

Staying disciplined and on-message are essential for Inside Sales success. Doing so ensures that the sales team is on the same page throughout the sales process, understand prospect's buying cycle and objections, and most importantly, motivates prospects to buy.

A Paint-the-Picture® playbook is more than a training manual; it is a powerful instrument that unifies sales strategy, messaging, and process. Our playbooks are highly-customized and contain sales tools expertly mapped to your sales process.

Combined with an SRI-led intensive training program with an emphasis on telesales, our sales playbooks are guaranteed to transform Inside Sales reps turn into selling powerhouses by providing them with all of the tools and tactics they need to navigate through any sale.

# Paint-the-Picture® Playbook What's Included

- + In-depth discovery with key players, Inside Sales management and select ISRs
- + Multiple collaborative fact-finding workshops for playbook content development
- + Customized set of 15-20 sales tools & templates geared towards Inside Sales
- + Full playbook in print and electronic formats
- + Intensive 2-day onsite training of playbook and sales tools
- + All training materials: quizzes, slide deck and training scenarios
- + Quick-reference "cheat sheet" for ISRs to keep handy while on the phone
- + Ongoing support throughout Paint-the-Picture® process

# PHASE THREE Winning Sales Process™



## Sell Smarter With a Scalable Sales Process

Nothing runs like a well-oiled machine and a sales process is no different. All successful Inside Sales organizations are dependent on a scalable sales process that's closely followed by reps.



Our Winning Sales Process™ solution is a customized, detailed workflow designed to guide your ISRs through every step of your sales cycle and mapped to your CRM system.

With the improved focus and direction that comes from an effective sales process, your team will reduce the sales cycle, increase their flexibility in reacting to new opportunities, and close more sales.

## WHAT'S INCLUDED

- + Winning Sales Process™ discovery
- + Collaborative fact-finding workshops
- + Visual step-by-step work-flow diagram with clearly-defined steps, milestones, key activity metrics,
- + entry/exit criteria and key performance indicators
- + Recommendations for CRM mapping & implementation
- + Onsite training seminar & all training materials

# PHASE FOUR Sales Operations



## Streamline Your Sales Efforts

Every decision made by business leadership has a major impact on an entire organization, especially the bottom line.

The Sales Operations Team should act as the eyes and ears for sales leadership, and the best friend of any good Sales VP. Without sales operations, initiatives are launched into the dark, campaigns aren't properly tracked, reporting is futile, and the results can be costly and detrimental.

Throughout Inside Sales Power™, SRi will assist with sales operations ensuring strategic execution of sales plans, accurate mapping of territories, transparent sales funnels, ongoing ISR training, and more.

## Sales Operations INCLUDES:

- + Sales Operations discovery
- + CRM support & optimization
- + Lead generation recommendations
- + CRM reporting & metrics
- + Onboarding for new ISRs
- + Forecasting tools & techniques
- + Sales enablement & efficiency: tools, technology & training
- + Compensation plans
- + Territory plans
- + Goal-setting & planning



# PHASE FIVE Sales Leadership Playbook

## Foster Sales Team Success with Effective Leadership

Poor leadership is often behind why sales don't close and reps struggle to meet numbers. A Sales Leadership Playbook is SRi's proven coaching solution to improve Inside Sales management.

An initial assessment will uncover short-term and long-term fixes for improvement, and one-on-one coaching sessions with an experienced sales coach will train you on how to create a culture for sales success. Expect to see improved pipeline efficiency, increased close ratios, and improved accountability from your Inside Sales team once they are provided the leadership they need.



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