



EXECUTIVE SALES DISCOVERY



- + Has your sales organization plateaued but you can't put your finger on why?
- + Do you recognize underlying issues with your sales team, but are unsure how to resolve them?
- + Are you launching a new initiative or expanding an existing product line, but want to make sure you have a plan before you proceed?

Any consultant can ask tough questions; Sales Result digs deeper. We take an experienced approach and proven discovery process to extract the core issues and challenges occurring within your organization, through a rigorous audit, onsite interviews, and extensive research and analysis.

Through discovery, we uncover “hidden revenue blockers” (the obstacles standing in the way of your goals), assess the strengths and weaknesses of the sales team and organization, extract key insights and

find opportunities for improvement and growth, and develop a customized action plan and roadmap for success. Our findings and output are delivered to you in a final Executive Sales Discovery report.

BENEFITS OF DISCOVERY

- An expert, third-party perspective of the sales organization
- A customized roadmap and action plan to get from where you are [“Point A”] to where you want to go [“Point B”]
- Specific short-and-long-term recommendations tailored to your company's needs and goals
- Foundational data and insights to use in strategic planning
- Identification of “hidden revenue blockers” and gaps in your sales organization
- Identification of areas of improvement for sales, marketing and operations
- Introduction of best practices in sales optimization
- An extensive written report filled with valuable information that can be put to use immediately



Sales Result Inc.
www.SalesResult.com
877.427.2490 • info@SalesResult.com
2018 156th Avenue NE • Bellevue, WA • 98007



WHAT'S INCLUDED IN EXECUTIVE SALES DISCOVERY

DISCOVERY - How We Get to the Core

- + In-depth onsite discovery of corporate sales alignment
- + Interviews with sales, management, marketing, operations, clients and others involved with sales
- + Evaluation of organization and marketplace
- + Evaluation of sales strategy and execution
- + Assessment of sales team and leadership
- + CRM audit and funnel analysis
- + Competitive analysis and overview
- + Agreed-upon definitions of corporate strategy and marketing/sales definitions

OUTPUT - What You Get as a Result

- + Organization-wide GAP analysis and identification of sales foundation
- + Identification of hidden revenue blockers and what's standing in the way of accelerated sales success
- + Defined characteristics of sales excellence
- + SWOT analyses of sales organization, key management, key individuals, and others as needed
- + Top 10 lists of recommendations and priorities, such as short-term fixes, long-term fixes, top things to fix, and others as needed
- + Identification of sales and marketing collateral, how it is currently being utilized, and recommended new collateral to support sales efforts
- + Sales organization structure and processes review, including sales processes, CRM implementation and utilization, sales' access to information, support from other departments, etc.
- + Detailed, custom action plan and strategy for success
- + In-hand Executive Sales Discovery report containing all findings and output



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FROM COLD LEADS TO **CLOSED SALES®**