

Issue

Rising consumer expectations and growing competitive pressures mean that all organisations have no choice but to maximise their sales performance. Easier said than done in most cases. Of a 100 opportunities which are walked into a branch or talked into a call centre a high percentage go straight back out. Despite investments in state of the art technology, better products or high quality training, sales growth rates often remain disappointing. Any mystery shopping report confirms that basics often remain sadly lacking. Senior management typically asks:

Why can sales growth not be consistent?

What are the road blocks?

What should be done to remove them?

Solution

Setanta's consultants have spent many years diagnosing and helping to answer these and many related questions. The fruits of the past ten years of experience are distilled into our Sales Effectiveness Diagnosis. We know what to look for. We know what your people should be doing. We can define what right looks like and we can help you to get there. We consider both sales and sales management aspects. Above all our approach has practical outcomes which will allow you to focus on getting immediate results.

How it works

Our work consists of a number of key activities, all designed to get to the bottom of the sales under-achievement issues.

Review of core elements to determine how

- Overall strategy is translated into objectives and goals at all levels
- Structures are designed to best achieve the goals.
- Sales processes are designed to make life easier for customers and more effective for staff
- Reward systems encourage the right behaviours

Observation of key activities

Knowing how to make the team more effective means being at the game. Our consultants will carry out the following activities:

- In person and telephone mystery shopping of key locations
- Accompanied visits with sales managers

- Observation of in branch customer handling and management
- Observation of customer sales and service interventions
- Attendance at sales meetings
- Interviews with key front line and management personnel
- Sitting in on actual customer interviews

Analysis of tracking systems

Pre sales activities give key insights into eventual volumes. Many organisations are still unsure quite what needs to be tracked and measured. Most still rely heavily on completed sales as the principal measure. Pipeline data, conversion ratios, segment penetration statistics - all need to be appropriately designed and used by managers in the sales process. We look at all these during our diagnosis.



How we are different

Our report will be focused on what the major blockages are, what you have to do to fix them and how to proceed. We will provide a step by step guide to the actions which will lead to the short term and more lasting increases in sales effectiveness. Sales strategies, processes, management, skills and measurement are all covered in the feedback.



Results

All organisations are different and have specific issues which relate to their business strategies and short term goals. The process described above is the framework within which we will help you to find a better way forward. We would welcome the opportunity to discuss how such a review could help you to improve sales productivity and results.

If you would like to know how we can help you or just talk to someone who will recognise some of the difficulties you face, please get in touch with:



Rebecca Marek has over 20 years of consulting experience within the financial services sector. She specialises in mission critical situations where the stakes are high and significant change is needed quickly.



Alison Read has worked in financial services and retailing for over 15 years. She specialises in helping clients implement their strategy, whether they deal with customers face to face, remotely or virtually.

For more information

t: +44 (0)20 8343 4447

e: aread@setantapi.co.uk

w: www.setantapi.co.uk