



Development & Learning topic:

Sales resource Return on Investment modelling

Today's environment is causing considerable tension in many organisations - while the top line is increasingly difficult to maintain, the full cost of sales and servicing the customer is increasingly difficult to defend. As a result, the Return on Investment (RoI) of your sales resource is, now more than ever, a critical indicator to measure and maximise.

Business leaders need a set of simple tools to review their current sales chain strategy and RoI; model and debate the alternatives; plan the new solution; and implement it. This topic will introduce you to such a toolset – one that you can use in your organisation to give the confidence that you are getting the most out of your sales resource investment.

How do we do it?

Our Development & Learning topics provide the structure and methodologies, while your sales leaders put them into practice using real data – and reap rewards in the form of tangible processes, models and tools.

The sales resource RoI modelling topic can be customised to meet your specific needs, whether it be:

- a 1-2 hour presentation at a company sales conference that will challenge your team's conventional sales beliefs
- a half-day workshop developing the theme, or
- a whole day boot camp utilising your data to design and develop your sales resource RoI toolkit

LEVEL	SECTION TOPICS	KEY OUTPUTS
2	Channel sales strategy review	<ul style="list-style-type: none"> • Identification and assessment of strategy review criteria • Analysis of complexity: simplicity & after: pre-sales separation, ticket size & buying cycle duration, new vs old product & new vs old segment strategies, sales person ability to cover knowledge/ skill divergence requirements between segments • Documentation of current channel sales strategy & changes
2	Process review	<ul style="list-style-type: none"> • Definition of farming-hunting-servicing accountabilities • Streamlining of the order-to-delivery process (for a goods supplier) or the service-specification-mobilisation process (for a services supplier)
3	Classification & profiling	<ul style="list-style-type: none"> • A mathematical and methodological approach to classifying the customer base and setting visit benchmarks • Definition of prospects to be targeted and the right farming-hunting mix for your organisation
4	Deployment	<ul style="list-style-type: none"> • Current and future sales headcount and deployment alternatives
4	RoI Modeller	<ul style="list-style-type: none"> • How each of these elements relate to each other as a basis for a simple "How to maximise your sales resource RoI" modeller

What do you need to do?

- Select your preferred format (presentation, workshop or boot camp)
- Select the most appropriate 6-15 delegates from your sales and marketing management group to participate
- Assist us with an hour or two here and there during the month beforehand to gather specific data or inputs we will require to prepare the customisation

What do you get?

- Our presentations motivate participants to take a fresh look at your company's sales resource RoI and identify opportunities for improvement
- Our workshops extend this by also increasing the skill and knowledge base of participants in the above areas
- Our boot camps provide all of this PLUS participants will leave with a set of business rules and supporting operations documentation, that you can implement immediately and/or continue to develop back at your offices

To find out more about Development & Learning topics contact The Next Level on: info@nextlevelenterprises.biz, [03] 8300 0340 or visit www.nextlevelenterprises.biz