



# Is your sales organisation keeping ahead of your competition ...or just keeping up?

## Are you...

- Struggling to achieve sales targets?
- Uncertain if you are maximising the return on your sales resource investment?
- Looking to keep your leading sales organisation ahead of the competition?

## The Next Level will help you achieve outcomes that are:

- Top line focussed (eg sales up 20%, doubling of revenue growth rate),
- Bottom line focussed (eg halving of turnaround time)
- ROI enhancing (eg 10% redeployment of value adding staff effort)  
...and often feature a combination of the above!

## What do we do?

The Next Level is a unique B2B sales system. The Next Level team helps you tailor and use this system to diagnose, define, design and develop your own sales processes, structures and systems.

## 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.

Depending on your company's key issues and opportunities, as well as your time and resources, The Next Level can customise a topic to meet your specific needs. This may take the form of:

- 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 most relevant theme, or
- a whole day boot camp utilising your data to design and develop a toolkit for your chosen theme

## What do you need to do?

- Simply choose the topic(s) on the following page that best meet your current requirement
- Select your preferred format (presentation, workshop or boot camp)
- Select the most appropriate 6-15 delegates from your sales, customer service 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 function and identify opportunities for improvement
- Our workshops extend this by also increasing the skill and knowledge base of participants
- Our bootcamps provide all of this PLUS participants will leave with tangible outputs (processes, tools, templates and/or models) with user guides, 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](mailto:info@nextlevelenterprises.biz), 0418 519 755 or visit [www.salessystem.com.au](http://www.salessystem.com.au)

# Is your sales organisation keeping ahead of your competition ...or just keeping up?

## Development and Learning Topics

LEVEL	TOPICS	GOAL	KEY ACTIONS AND OUTPUTS
2	Sales vs Customer Service responsibility split	Refocus your sales team's 15-35% reactivity to proactivity for greater productivity	<ul style="list-style-type: none"> <li>Business rules regarding the interactions between Sales, Customer Service, and the Customers</li> <li>First cut supporting operations documentation (inc. PDs, software change specifications, tracking tools)</li> </ul>
3	Farming vs Hunting vs Servicing roles split	Set the right accountability bandwidth for your sales staff to optimise effectiveness	<ul style="list-style-type: none"> <li>Business rules regarding hunting-farming-servicing accountabilities between Sales, Customer Service &amp; Marketing</li> <li>Review, reset or confirm the value chain and distribution channel structure and sales strategy</li> <li>First cut supporting operations documentation (inc. PDs, internal communications)</li> </ul>
3	Customer Classification / Prospect Profiling	Maximise your market targeting for superior sales visit focus	<ul style="list-style-type: none"> <li>Classified customer base for in-field targeting</li> <li>Identification of customers to be externally vs internally managed</li> <li>Prospect profile definition – prioritisation</li> <li>First cut supporting software/CRM specification</li> </ul>
3	Account management (farming)	Retain current and develop new revenue streams from existing customers	<ul style="list-style-type: none"> <li>Account plan template</li> <li>Definition of partnering roles to be played by Sales Exec</li> <li>Partnership plan template</li> <li>Partnership calendar template</li> <li>First cut supporting software/CRM specification</li> </ul>
3	Prospect management (hunting)	Win the right new customers	<ul style="list-style-type: none"> <li>Prospect plan template</li> <li>Prospect pipeline structure and gateway definitions</li> <li>Prospecting maths required to deliver new business budget</li> <li>First cut supporting software/CRM specification</li> </ul>
3	Face to face sales methodology	Tailor your in-house approach with QODRANTS – a proven method to win sales & build relationships	<ul style="list-style-type: none"> <li>Documented tailored face to face sales methodology</li> <li>First cut training manuals</li> </ul>
4	Sales resource return-on-investment modelling	Maximise your structure, deployment, resource level	<ul style="list-style-type: none"> <li>Modelled variations for               <ul style="list-style-type: none"> <li>Sales force headcount                   <ul style="list-style-type: none"> <li>Sales team member visit capacity</li> <li>Customer base coverage</li> <li>Prospect penetration</li> </ul> </li> </ul> </li> <li>Recommended scenario with respect to each of above</li> <li>First cut supporting software/CRM specification</li> </ul>
4	Sales territory structure and mapping	Ensure your sales team is deployed for optimum return-on-investment	<ul style="list-style-type: none"> <li>Best fit sales exec:classified customer allocation</li> <li>Each territory mapped to gain optimum geographic efficiencies &amp; classified customer work loading</li> <li>First cut software/ CRM specification</li> </ul>
5	Sales scoreboard	Measure the right things the right way to promote right behaviours	<ul style="list-style-type: none"> <li>Definition of               <ul style="list-style-type: none"> <li>critical sales visit productivity indicators</li> <li>farming and hunting process output indicators</li> <li>financial outcomes</li> </ul> </li> <li>First cut supporting software/CRM specification</li> </ul>
6	Sales team internal benchmarking	Establish your sales team internal benchmarking to drive superior performance	<ul style="list-style-type: none"> <li>Definition of league tables for               <ul style="list-style-type: none"> <li>critical sales visit productivity indicators</li> <li>farming &amp; hunting process output indicators</li> <li>financial outcomes</li> </ul> </li> <li>First cut supporting operation software/CRM specification</li> </ul>

To find out more about Development & Learning topics contact The Next Level on:  
[info@nextlevelenterprises.biz](mailto:info@nextlevelenterprises.biz), 0418 519 755 or visit [www.salessystem.com.au](http://www.salessystem.com.au)