



The Next Level Sales System

We believe ...

- **Since the GFC, most mature industry B2B sales teams are suffering diminishing relevance and value in the eyes of both their companies and customers**
- **We think that is a great shame ... and a great irony**
- **Because, as products/services are perceived as increasingly commodotised ...**
- **We believe that the sales team should be more valuable to their customers and companies than the very products/services being sold**

The Next Level

What we do and how we do it

- **Specialise in deploying proprietary Sales System to any B2B organisation**
 - model,
 - map,
 - design,
 - plan,
 - measure maximum sales team productivity and RoI
- **Work collaboratively, transferring tools, skills, knowledge**

The Next Level Sales System foundations...more than 25 years – 100 organisations – 15 sectors

MANUFACTURING		SERVICES		
Healthcare	Manufacture/Distribution B2B	Professional Services	Financial Services	Healthcare
Abbott Nutrition	Ansell	Apprenticeships Plus	ANZ	Alere
Alphapharm	Applied Australia (ITW Group)	Australian Computer Society	Australian Unity	Carers Victoria
Aventis Pharma	BASF Construction Chemicals	Bevington Consulting	Diners Club	Crosslinks
Care Pharma	CSR	Coffey International	St. George Bank	DuPont
Fisher & Paykel Healthcare	Comcater	dIcsi		HealthCorp Group
Merial	Gale Pacific	In Sync Surveys		Medibank Health Solutions
Novartis Animal Health	Golden Bite Foods	Invetech	Distribution/Services B2B	PPC Worldwide
Pfizer	GWA Group	Minter Ellison	CH2	Unified Healthcare Group
Prime Nutrition (Warrnambool Cheese & Butter Factory)	Holcim	Radtel	Chadstone Carpet Court	
Sancellia (SCA)	Macmillan Educational Publishing	Spectra Training	Fenner Dunlop	
Sandoz	Megara		Matthews	Property Services
Vitaco	Nylex			Anglican Retirement Villages
	Outo Kumpu			Ashford Homes
Manufacture / Distribution to Retail	Patterson Cheney	(Semi) Government "Utilities"	Laboratory Products/Services	Australian Unity Retirement Living
Cycling Sports Group	Pearson	Aurora Energy	Amdel	Illawarra Retirement Trust
Designed Blinds	Prysmian	Australia Post	Idexx Laboratories	Quest Apartments
Eagle Belts	Syngenta	Department Materiel Organisation (Australian Defence Forces)	IT & Telecommunications	Westfield
Irwin Tools	The Laminex Group		Message Media	
Gollmann	The Specialty Group		Accuteque	
Kea Sportswear	Visy Industrial Packaging	Waste Management		
Mrs Macs		Visy Recycling		
PSW		JJ Richards	Freight Logistics	Wholesaling & Retailing
Scribo Group			Australian Air Express	Danks Holdings
Smiths Snack Foods (Pepsico)		Pastoral / Primary	K & S	Farmlands (NZ)
Spartan		Elders	Konsortium Logistik Berhad (Malay)	Jetset
Stafford Group		Genetics Australia	Pacific National	Mobil Quix (7 Eleven)
Willach			TasRail	

The Next Level Sales System

- **Sales team optimisation and Sales exec effectiveness system**
 - tailored for any business-to-business sales organisation
- **End-to-end suite of modellers, mappers and designers**
 - review, challenge, renew salesteam utilisation, strategy, benchmarks
 - optimise sales process, system, teams performance

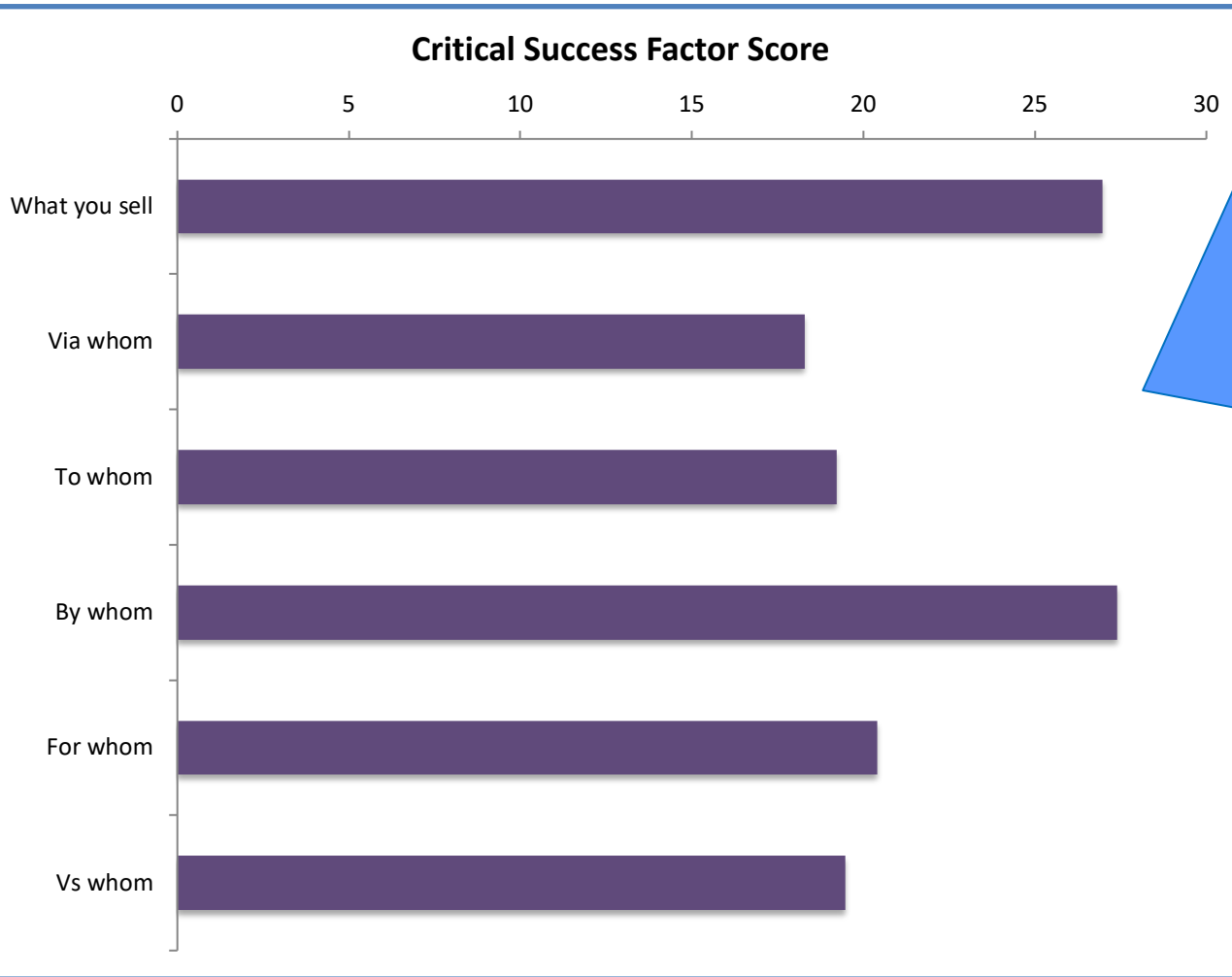
What is Sales team optimisation?

- **Analytics that align Sales team design and the process to scientific targeting of the customer base and prospect pool to ensure**
 - **Maximum productivity and RoI from resource available**
- **Engineering a sales team to a tailored system ...**
 - **Mobilises resource to best utilisation for maximum realisation**

40,000 Australian B2B Sales organisations are sub-optimised

- **At least “a handful of road warriors”**
- **Large, heterogeneous collection of customers and prospects**
- **Repeat visits to align with repeat order consumable products or services**
- **Customer has switchable supplier choice**

Sub-optimisation – the “unrecognised problem”



Did you know that when Australian B2B Heads of Sales/General Management are asked to consider the likely achievement of their sales budget against the key components of classic “go to market” strategy, being...

What is sold, ie specific products/services

Via whom, ie sales channel partners

To whom, ie end users of products/services

By whom, ie internal functionaries like sales team, marketing team, telesales, customer service

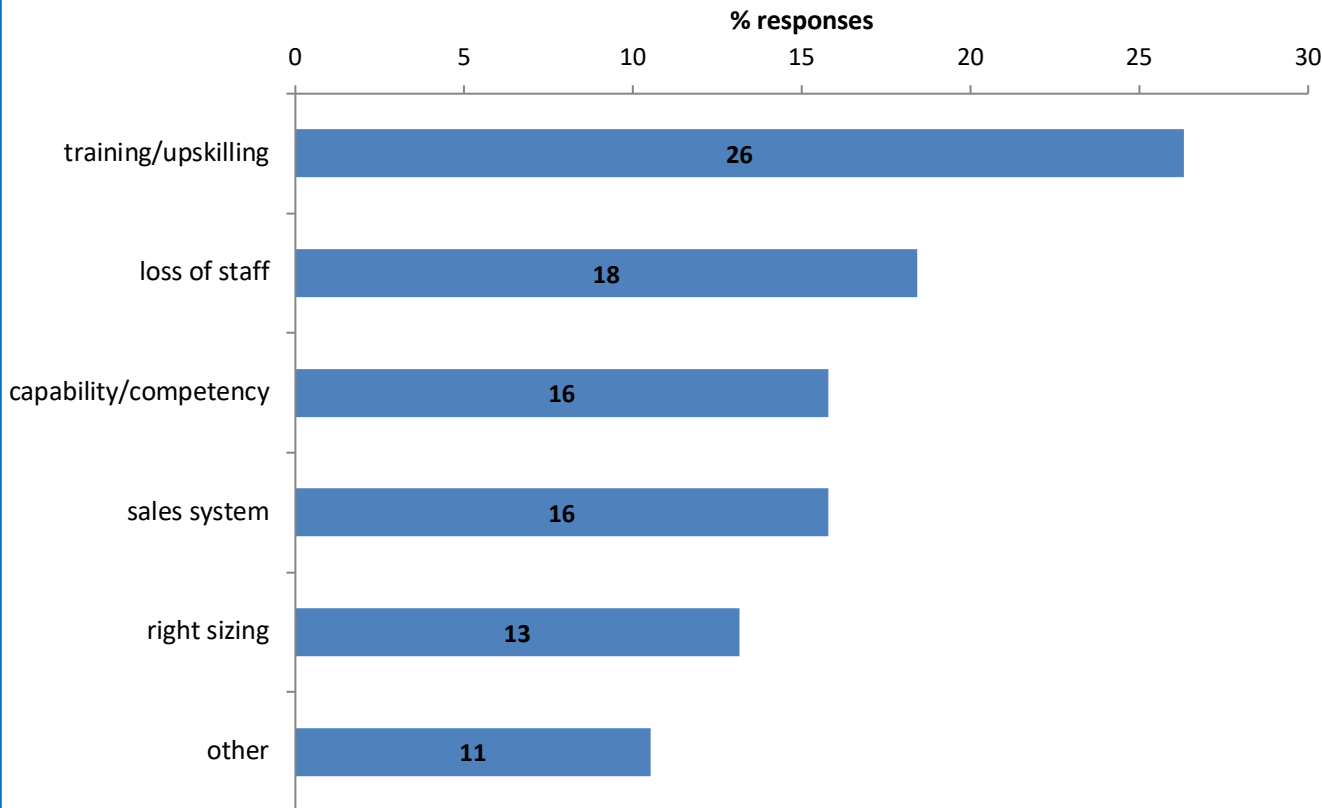
For whom, ie target markets and environs

Vs whom, ie competitors

...and how these leaders rate the opportunities and threats associated to each, and the degree to which they perceive they can influence each, we learn that “by whom”, ie the sales team, is their **MOST** important component? By 2% from the second most important, being what is sold. How do we know? Because we do the research.

Sub-optimisation – the “unrecognised problem”

CRITICAL SUCCESS FACTORS FOR MAXIMISING B2B SALES TEAM PERFORMANCE



....and when we delve deeper to understand more richly what they mean when they score the sales and other customer facing teams so highly, we see that sub-optimisation and the sales system, rates relatively lowly as a root cause.

The sales system and sub-optimisation is nearly always a significant culprit ...

...inadvertently setting the sales team up for failure → AVERAGE 39% IMBALANCE



**Resource level and
capacity to make visits**

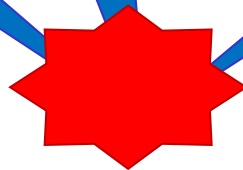
**Visit commitment for desired
customer coverage and
prospect penetration**

Typical outcomes once the optimisation potential becomes recognised

**32% increase
in visit
capacity**

**71% better
prospect
penetration**

**48% better
customer
coverage**



Typical outcomes once the optimisation potential becomes recognised

10 : 1 RoI

Sub-optimisation – the “hidden problem”

- **Sales Execs entrusted with too much bandwidth**
- **Lack a dynamic sales system to operate within**
 - **Regardless of current members; personalities**

Systemic approach to maximising RoI from mobilising the Sales team

- **Scientific, data driven system dynamically determines who, when, what, why ... for whole team**
- **Each Sales Exec's bandwidth is focussed to how they conduct themselves during each "hour of truth"**

What is Sales team optimization?

- Right size; right design
- Structured, deployed to right customer segment alignment
- Benchmarked against right activity rates and role bandwidth

...to achieve right customer coverage and prospect penetration

- Right classification
- To target right visit frequency
- With right value added
- Within right business relationship

What is Sales team optimisation?

- **Right person**
- **Right time**
- **Right frequency**
- **Right reason**
- **Right value**
- **Right partnership framework**

Problem solved

- **Failure to deliver maximum revenue/margin**
- **From under-productivity**
- **Due to lack of sales system**

The Next Level Sales Consultancy

- **Only uniquely home grown Australian group with a tailorable toolkit to:**
 - **scientifically, objectively define current salesteam productivity**
 - **model, map and design future possibilities**
 - **set new plans and benchmarks to control sales team return**

The Next Level Sales System

- **This system features elements that are**
 - modular
 - can be integrated to enable review, challenge and renew of current sales team strategy, systems, structure
- **Four phases**
 - Diagnose & define.....snapshot assessment
 - Prepare & streamline.....salesteam time/activity refocus
 - Design & develop.....salesteam optimisation
 - Implement & measure.....sales exec effectiveness

The Next Level Sales System

