Development & Learning topic:

Sales vs Customer Service Responsibility Split

How proactive is your salesforce? Are they out on the front foot, pre-empting the customer's needs, partnering with them to ensure maximum loyalty and profit growth? Or are they stuck in a reactive vortex, responding to order-to-delivery queries and putting out fires? Over the last 20 years we have observed that a salesforce spends 15—35% of its sales time and effort on reacting to order-to-delivery issues.

This workshop will refocus your salesforce responsibility to recapture this lost time and effort—with the result being a substantial rise in productivity.

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 vs Customer Service Responsibility Split topic can be customised to meet your specific needs, whether it be:

- a 1-2 hr presentation (eg at company sales conference) that will challenge the 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 vs customer service toolkit

LEVEL	SECTION TOPICS	KEY ACTIONS AND OUTPUTS
2	Visit capacity	• Understanding of your organisation's current and ideal position within the sales/customer service scale and the proactive/responsive/reactive scale • Divide the reactive end "weighting" into internally driven vs customer driven—then design your 'customer re-education" program • Use of these scales to review current visit rates and project possible better rates
2	Roles and rules	▪ Business rules regarding the interactions between Sales, Customer Service, and the Customers to maximise sales proactivity ▪ Rules and processes to address reactivity when internally driven vs customer driven (customer re-education) ▪ First cut supporting operations documentation (inc. PDs, software change specifications, tracking tools)

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 territories 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 Hunting plan and toolkit, 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:
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