

## Development & Learning topic:

# *Hunting vs Farming vs Servicing Role Split*

In mature markets and channels, most sales professionals need to be both farmers (account managers who preserve and grow current revenue streams from existing customers) and hunters (prospectors for brand new customers). Both activities are of crucial importance, but in many organisations, one is concentrated upon at the expense of the other.

Further impacting on a company's ideal hunting/farming mix is the tendency for sales professionals to spend valuable sales time servicing their customers' order-to-delivery needs (for a goods supplier) or service-engagement -mobilisation needs (for a services supplier).

This workshop will ensure that your sales team is structured to achieve a level of hunting, farming and servicing that is ideal for your customers and your organisation.

### 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 Hunting vs Farming vs Servicing Role 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 Hunting vs Farming vs Servicing toolkit

LEVEL	SECTION TOPICS	KEY ACTIONS AND OUTPUTS
3	H-F-S accountabilities	<ul style="list-style-type: none"> <li>• Business rules regarding hunting-farming-servicing accountabilities between Sales, Customer Service and Marketing</li> </ul>
3	Channel sales strategy review	<ul style="list-style-type: none"> <li>• Identification and assessment of strategy review criteria, including value chain, transaction segments, opportunities for push-pull strategies and farming/hunting, customer &amp; prospect populations</li> <li>• Analysis of complexity: simplicity &amp; after: pre-sales separation, ticket size &amp; buying cycle duration, new vs old product &amp; new vs old segment strategies, Sales person ability to cover knowledge/ skill divergence requirements between segments</li> <li>• Documentation of current channel sales strategy &amp; changes</li> <li>• First cut supporting operations documentation (inc. PDs, internal communications)</li> </ul>

### 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