Development & Learning topic:

Customer Classification & Prospect Profiling

To get the most out of your salesforce investment, it is crucial that your salesforce is focussed on maintaining existing customers while seizing new business opportunities. Reviewing and making any changes or clarifications needed in your channel sales strategy makes the understanding of exactly who are the customers and prospects and what the rules of engagement need to be crystal clear across your entire organisation. Then efficient classification of your customer base and profiling of your prospects enables your salesforce to make every minute count.

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 Customer Classification & Prospect Profiling 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 classification & profiling toolkit

LEVEL	SECTION TOPICS	KEY ACTIONS AND OUTPUTS
3	Customer Current Value	• Understand your customer segments and populations in the value chain • Understand the pareto rule, shape-of-curve and share-of-wallet concepts • Appreciate the best "currency" for collecting Current Value data for your organisation • Appreciate the best "currency" for collecting Potential Value data for your organisation
3	Customer & Prospect Potential Value	
3	Prospect Prioritisation	▪ Develop prospect profile definition
3	Customer Classification	• Learn classification methodology • Construct a stringent classified customer base for in-field targeting • Understand the sales force equation and appreciate that sales visits are a finite and expensive activity • Identify customers to be externally vs internally managed • Develop first cut supporting software/CRM specification

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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