Development & Learning topic:

Sales resource Return on Investment modelling

Today's environment is causing considerable tension in many organisations - while the top line is increasingly difficult to maintain, the full cost of sales and servicing the customer is increasingly difficult to defend. As a result, the Return on Investment (RoI) of your sales resource is, now more than ever, a critical indicator to measure and maximise.

Business leaders need a set of simple tools to review their current sales chain strategy and RoI; model and debate the alternatives; plan the new solution; and implement it. This topic will introduce you to such a toolset – one that you can use in your organisation to give the confidence that you are getting the most out of your sales resource investment.

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 resource RoI modelling 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 resource RoI modelling toolkit

LEVEL	SECTION TOPICS	KEY ACTIONS AND OUTPUTS
2	Channel sales strategy review	• Identification and assessment of strategy review criteria • Analysis of complexity:simplicity & after:pre-sales separation, ticket size & buying cycle duration, new vs old product & new vs old segment strategies, sales person ability to cover knowledge/skill divergence requirements between segments • Documentation of current channel sales strategy & changes
2	Process review	• Ensure that there is some form of action required by at least one party as a result of the commitment reached
3	Classification & profiling	• As a result of the action(s), what type of contact will ensue (which kicks off the cycle again as it leads back to the next objective)
4	Deployment	• Diarise next contact before leaving current contact
4	RoI Modeller	• Immediately after the visit, self assess outcomes vs objectives, ask "what could I have done better", and score out of ten against each letter

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:
info@nextlevelenterprises.biz, 0418 519 755 or visit www.salessystem.com.au**