

SALES EXCELLENCE

Which sales success factors have to be improved for your goals to be achieved?
The integrated program provides you with custom solutions for this.

WHY YOU NEED SALES EXCELLENCE

BE MORE PROFITABLE

High turnover, small profit? That's not how it should be. Sales excellence allows you not only to achieve your turnover targets more quickly and effectively, but also to increase your profitability. There are various vital elements here, such as

- optimized pricing,
- an improved product range structure,
- and new service packages that suit customer behavior.

ATTRACT AND DEVELOP CUSTOMERS

Attracting new customers and developing existing customer relationships is routine work for sales staff. But these core activities are not so easy. Workers who improve their sales competencies can significantly increase their success rate, which benefits both the company and the sales staff. Important sales competencies include

- establishing initial contact in a congenial way,
- developing and maintaining personal relationships,
- and recognizing the customer's actual needs.

INCREASE SALES PRODUCTIVITY

How productive is your sales department? There is always room for improvement here. Important productivity factors include the following:

- Shortened sales time – the better your organizational structure, the more quickly products or services are sold.
- Optimized division of responsibilities – who is most effective in dealings with which customers?
- Ideal division of the product range – what does the inside sales team sell the best, which product or service is most suited for sales representatives?

CAPTURE NEW MARKETS

An excellent sales department is not content when a product or service becomes established within a customer group.

No later than at this point is it time to capture new markets. With sales excellence you can

- approach new regions – in Germany, Europe and worldwide,
- offer new products to tap into additional target groups,
- and undertake cross-selling – after all, your customers trust you and can also use your support in other fields.

WHERE WE CAN HELP

CUSTOMER ORIENTATION

The customer is king. This guiding principle must be reflected in your overall sales strategy. Customer orientation is therefore our top priority when we differentiate your strategy in detail with you.

- Who are the right target groups and which of their needs do your company's products and services meet? What exactly do customers expect?
- Through which distribution channels (such as franchises, websites, partners) can you most effectively and efficiently reach your customers?
- How is the competition positioned? Where do you stand in relation to the competition?

Only when these and other questions have clear answers do we define further strategic parameters. In addition to an effective sales structure, these include targeted communication and the competencies profiles of sales staff.

CUSTOMER MANAGEMENT

The customer life cycle requires you to be professional at all times, from the acquisition of new clients to customer retention and recovery. But how do you deal with your customers? The interplay between human and company must be smooth and perfectly coordinated here. We help you to get all departments to work as one and thereby achieve the desired customer management results. And in consultation with you, we define sales targets and core processes. From this we can deduce which activities, instruments and content are appropriate and can be used. Coordinated skills profiles also lead to personal excellence in individual customer relationships (CRM).

SALES MANAGEMENT

In sales management, we coordinate the different factors that affect your sales performance and productivity. These include the following:

- Sales funnel volumes: How do you organize the acquisition process so that as many leads as possible develop an interest and then become long-term customers? We identify the points where many interested parties previously backed out and find better ways.
- Incentivization: What is the right balance between variable and fixed remuneration? It is important here to find a balance between motivating sales employees and satisfying customers.
- Customer value: When is a customer especially valuable to your company? Together we can find the right, measurable criteria.

In the entire process we focus on the most important leverage for your business. At the same time we ensure that no factors are contradictory. Last but not least, we focus on people. Together with you we select competent employees for individual tasks and help them to develop in a targeted manner.

KEY ACCOUNT MANAGEMENT

Major customers deserve a great deal of attention. It is therefore crucial that key account management is positioned excellently, both in terms of concepts and organization. Only then can you capture the market and attract major players. To ensure that your strategic selling is excellent, we can develop an independent concept for your key account management, covering everything from strategy, products and processes to communication and controlling. We coherently integrate this into your entire organization. But people also have a crucial role in key account management. We therefore equip your key account managers with the competencies that will make their sales work even more successful. This lets us direct your performance optimally toward the market and your customers.