

PRESENT SOS

CREATE YOUR SALES STRATEGY

**More Profitable Sales. More Sustainably.
In Less Time.**

P - PREPARATION

R - RAPPORT

E - EXAMINE

S - SHOW

E - ELIMINATE NO

N - NOW ASK

T - TOTAL AFTERCARE



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More Sales, More Consistently, In Less Time

You build your Strategic Sales Plan on the detailed analysis of the marketplace. It should mirror the direction your market is going. It clarifies how your business fits in with this change. It articulates the business goals for both medium and long-term. It outlines the strategies you'll employ to achieve these goals.

When you use the analysis and knowledge you've gained through this process, you have the foundations to create a sound sales plan, your next step.

KEY QUESTIONS

1) In what ways is your industry going to change in the next 3 to 5 years?

2) How will these changes impact your business?

3) Where will your business fit with these changes?

Where will we play? (What key markets? With what products/services?)

How will we create customer value?

How do we create financial value?

How will we win in those chosen segments?

What capabilities must we develop to win?

How does our sales strategy enable us to take advantage of trends?

How granular is our sales plan about where to win? (What customer types? What channel types?)

In what ways is digital forming part of our strategy?

How should we innovate in our Direct Sales approach?

How does our plan account for emerging markets or trends?

How much time do our salespeople spend with customers and partners?

In what ways can we leverage technology to free up more customer facing time?

How closely and frequently will we manage our sales team?

How are we building capabilities in sales?

Where will we NOT play? What customers and sales opportunities are toxic?

Sales Culture

John Kotter the internationally renowned Harvard Business Professor author in his extensive research found four key reasons why culture eats strategy for breakfast..

- **Revenue grew 682% in companies who focused on culture versus 166% in companies who didn't.**
- **Stock prices rose 901% in companies who focused on culture versus v 74% in companies who didn't.**
- **Net income rose 756% in companies who focused on culture versus 1% in companies who didn't.**
- **Job growth rose 282% in companies who focused on culture versus 36% in companies who didn't.**

Is our sales strategy in line our business strategy? Are we targeting the right markets with the right products?

What are the winning sales team behaviours that drives peak performance?

What traits do the best salespeople exhibit that we need to embed?

What are our performance measures?

What are our compensation and incentives to encourage peak performance?

How will we share the vision?

What is our hiring process to ensure we hire Top Sales People?

When do we get updates?

How do we encourage recognition for great performance?

How do we induct new team members?

How do we share key metrics?

How will we manage, develop and coach the team?

How and when will we review performance?

What support will we offer our sales team (Sales Support, Operations Support)

How do we ensure communication is happening?

Action Plan



▶ Actions

Sales Coaching, Sales Training and Sales Consultancy



Never Generic. Always Tailored To You

One-off engagements

One-Off workshops and Programmes of workshops

One to three months engagement

Minimum six month engagement

Single Session

Behavioural Assessments
We offer a full suite of DISC behavioural assessments.

You will receive a comprehensive report.
And a 60 - minute consultation.

- Sales Skills Index
- DISC behavioural assessment
- Talent insights assessment
- TriMetric DNA assessment
- TriMetric EQ assessment

(We can conduct assessments for teams as well).

**DISC ASSESSMENTS WITH
ONE HOUR DEBRIEF €249 PLUS VAT**

One and Two-Day Workshops

- SalesCOACH training programme (A minimum Two Full Days or 6 one-to-one sessions)

- Sales Process Design
- Sales Pipeline Management
- Sales Prospecting
- Sales Storyboard and Sales Presentation Skills
- Sales Communication Skills
- Sales Effectiveness
- Sales Goal Setting
- Listening And Deep Discovery
- Close More Sales Deals
- Handling Objections

**ONE DAY WORKSHOPS
€950 PLUS VAT**

Sales Infrastructure Diagnostics

This is a two stage deep-dive analysis of your sales systems and processes.

- Stage One
We will analyse your
- Sales Strategy
 - Sales plans
 - Sales performance systems
 - Sales Processes
 - Sales Pipeline Management process
 - Sales tools
 - Selling tactics
 - Account management process
- Stage Two
We will make detailed recommendations on how to improve your sales infrastructure.

**MONTHLY ENGAGEMENTS
€2,500 PER MONTH PLUS VAT**

Implementation And Management

Here is where we excel. We become part of your team. And we work hands-on with you.

- 1) We complete the Sales Infrastructure Diagnostic.
 - 2) Make recommendations.
 - 3) Then we move to execution phase.
- We will help you implement a full sales performance management system. Our PRESENT SOS.

- Including
- Weekly sales reviews
 - One-To-One sales manager training
 - One-To-Group sales coaching and development

**MONTHLY ENGAGEMENTS
€2,500 PER MONTH PLUS VAT**

Blended Learning - All programmes are reinforced with Video Tutorials and Exercises

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