



## SALES AND CHANNEL PERFORMANCE IMPROVEMENT

**EVERYONE LIVES BY SELLING  
SOMETHING.**

– ROBERT LOUIS STEVENSON

Few roles in an organization are more important than sales. Sales is the primary activity that directly generates revenue into a company. And unless products and services can be sold profitably, a company will not survive.

But effectively managing the sales function in a complex organization can be very difficult and challenging. As time passes, a company can find that it is:

- Spending excessive time with poorly qualified leads
- Focusing on the wrong portion of the value chain
- Lacking efficient coordination with distributors and resellers
- Relying on an organizational structure mismatched to the needs of the marketplace
- Not communicating efficiently and sharing information
- Inconsistently using technology to support and monitor sale performance

These and other challenges often result in excessive sales expenses, lackluster sales performance, and margin erosion.

**CHANCES ARE, IT'S NOT THE SALES  
PEOPLE, IT'S THE SALES PROCESS.**

To achieve significant improvement in sales, companies need an objective assessment of their current sales processes and the resolve to implement the changes necessary for success.

But shifting from existing models of selling to improved models can be an enormous task. Establishing and incorporating effective and appropriate sales processes can help companies:

- Focus on high probability opportunities
- Shorten the sales cycle
- Manage accounts and relationships
- Sell “wider and deeper” in an organization
- Motivate plateaued salespeople
- Differentiate in a price sensitive, commoditized market
- Effectively manage the sales organization for maximum productivity
- Identify, interview, and hire successful sales people
- Develop closing skills by learning how to properly qualify opportunities

Achieving sales process improvement is challenging because of the complexity of the activities and the interactions required to execute them. *Gates and Company* leverages functional specialization combined with industry expertise to ensure clients maximize quality, efficiency, and profit.

***Gates and Company* infuses new life into an under performing sales function – helping reengineer and refine the processes, organizational structure, and sales tools to ensure success.**

Creating a sales process and executing on that process are two different things. Gates and Company will examine a company's approach to selling and develop recommendations that are specific to its market and situation.

**IT'S NOT WHAT YOU SELL,  
BUT HOW YOU SELL IT.**

## Methodology

*Gates and Company* begins the process by thinking through six basic questions:

1. **Diagnosis:** Where are we now?
2. **Prognosis:** Where are we headed if no changes are made?
3. **Objectives:** Where should we be headed?
4. **Strategy:** What is the best way to get there?
5. **Tactics:** What specific actions need to be taken, by whom, and when?
6. **Control:** What measures must be monitored to know how we are performing?

*Gates and Company* will complete one or several of the following:

**Sales Process Analysis** — An assessment of a company's sales process will identify areas for improvement, such as difficulty converting leads into closed deals

**Sales Force Assessment** — The structure of a sales force, as well as supporting roles, will be analyzed and the skills of team members will be assessed

**Gap Analysis/Needs Assessment** — Identify root causes of inefficiencies, and quantify the major costs and benefits of various improvements. Identify training needs of sales team members

**Sales Plan Creation** — Developing a sales plan provides an organized, systematic approach to the market. The Sales Plan may also include: channel plan, technology recommendations, and metrics methodology to allow monitoring and continuous improvement of the sales process

**Rewards System Development** — Metrics and compensation plans will be aligned to value creation strategies. Goals and measures will be established.

**Implementation Plan** — Define the process, organizational, and technology change requirements, develop cost-benefit measurement systems, and define and recruit appropriate team resources



## Benefits

*Gates and Company* helps senior and sales management assess and resolve key sales force and sales process issues. We work with clients to fully understand the business and its needs, then design and structure the necessary improvements to achieve sales goals.

*Gates and Company's* approach emphasizes:

- Deep functional and industry expertise
- Strong strategic insight and financial analysis
- Creative solutions that give our clients competitive advantage
- Solid business-to-business expertise with leading organizations
- Close teamwork with clients and transfer of knowledge
- Relentless focus on communication and implementation
- Measurable bottom-line financial impact
- Integrated solutions – augmenting sales support with research, strategy, marketing, training, and channel management support as needed

*Gates and Company* offers innovative, results-oriented solutions that enable our clients to achieve measurable performance improvements and gain sustainable competitive advantage. Contact *Gates and Company* to start your drive to sales excellence.