

Sales Process Mapping and Management



*The biggest gift you can give a sales person
is a roadmap for success*

Part of Advance's Commitment Based Selling Solution Suite

Selling is a process. Only when it's not a process is it a problem.

About Advance

Advance is a B2B sales coaching and consultancy business specialising in sales operational excellence.

We deliver clarity, quality and structure to our clients' sales functions by helping them 'bottle' best practice and supporting business leaders with Sales Process Management.

Advance's approach to Sales Process Management has evolved over the last 30 years. We have worked with many well-recognised brands and top sales performers.

We help organisations improve their sales performance by winning more opportunities, bigger opportunities, more profitable opportunities and winning them more quickly.

Sales Process Mapping and Management

The biggest gift you can give a salesperson is a roadmap of the sales process.

What we do

We help put a structure into often unstructured sales processes. Together we diagnose what you are doing and why.

The aim is to come out with a process that's lean and works for you; designed for your customers in your market.

If your sales process is unstructured you can't share and reuse best practice. There is a high risk of poor quality sales leading to low win rates. This lack of structure results in the waste of a lot of valuable selling time losing sales.

We draw out best practices from your designated role models, document them and then design the management processes to support them.

The output is a documented roadmap for the selling process, together with a 'playbook' that describes the process in more detail.



How we do it

Strategic Review: First and foremost, we invest time to understand your business in detail. We explore where you currently are and where you want to get to.

We conduct a workshop where we 'bottle' your sales excellence.

Your sales experts collaborate with ours and develop a process based on what you know works – your best practices plus our recommendations. A key part of the process is agreeing what good looks like.

Then we document these most successful sales process practices, agree sales meeting agendas and outcomes, and put it all into a structured repeatable process.

What you will achieve

Bottled excellence in the form of:

- *Sales process roadmaps designed to reflect your best practices – effectively a deal planning template that handles both the process and the politics of winning the business*
- *A 'playbook' that details the sales process through the stages of the sale and explains the meetings and events in more detail.*

The roadmap and playbook define:

- *Events that you plan to have with the prospect*
- *Who will attend from both sides, covering practical and political considerations*
- *Agendas – topics to be discussed*
- *Commitments – what the prospect will do for you at the end of each event.*

This makes sure that the right people are in the right events at the right time.

With a roadmap you won't get lost in the 'fog of the sale'. You know how well it is progressing.

Benefits you will experience

Greater consistency and effectiveness for sales teams and management will result in:

- *Increased sales force productivity*
- *Improved performance of the average sales person*
- *More time available for prospecting.*

Together these will deliver:

- *Reduced costs of sales*
- *Higher win rate*
- *Greater profitability*
- *Better use of sales, support and other resources.*

This is how Advance helps organisations improve their bottom line and gain a competitive edge.

Success is contagious

Your sales people understand better what they are doing. They are more confident when selling because of the process.

They improve their win rates.

And winning is a virtuous circle built on increased confidence.



Summary

Most sales measures concentrate on sales activity.

They measure number of meetings, number of demonstrations and number of proposals.

Our approach helps you measure the quality of the process and its outcomes. These outcomes are the commitments made by the customer.

The approach delivers:

- *A framework that helps individuals excel and facilitates measurement of improvements*
- *The generation of sales process roadmaps*
- *The ability to measure what the customer is doing*

Advance helps sales and management to:

- *Structure the sale into an implementable plan and revise it as the sale progresses*
- *Identify resource requirements well in advance*
- *Make timely and effective management interventions – before the event.*

In sum, a high quality comprehensive process for sales teams and their management.

Contact Us Now

We look forward to hearing from you.



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