



 **Salestrong**

Sales Training, Coaching and Consultancy.

SALES DIAGNOSTIC OVERVIEW

Sales Diagnostic

As an organisation leader, it's important to clearly understand what is working or not working, before deciding on a strategic plan of action.

A good sales transformation consultancy should, as part of their proposal, ask to spend some time understanding or 'diagnosing' the key selling challenges an organisation faces. Salestrong take this approach to help leaders from the start, consider if other parts of the business are aligned to support and encourage the desired changes identified.

Steve Moore National Sales Director

"Monthly Self Generated sales jumped up by unprecedented levels after the first round of Sales Academy courses – this stuff really works!" "Inspirational training which gives every seller the tools to increase their own sales, increase their own commission"

Dale Townsend Head of Public Sector and Finance

"It is obvious from conducting customer meetings prior and post training that the team is much more capable and have adopted the methodologies they were trained in. This is the fundamental difference with most other training that I have seen."

Katie O'Boyle Territory Sales Manager

"I found the Salestrong team were fun, informative and interactive. The course was delivered in a way which applied specific models to my role and helped me think of ways to new techniques learned into daily practice."

I What is a Sales Diagnostic?

- Our sales coaches use a range of tools to put your entire sales operation under the microscope, looking at the sales process from every angle, including the customer's perspective.
- As a bespoke consultancy, the entire diagnostic is designed specifically to your organisation and sales teams.
- Areas of diagnostic study typically include reward and recognition systems, recruitment strategies, KPI management, CRM systems and organisational structure.

I What are the Benefits?

- Identify where performance can be improved further.
- Discover the real capability gaps in their sales team.
- Hear what customers really want from both the business and its sales team(s).
- Create value propositions that land more effectively.
- Review an organisation's structure, systems and processes and whether they are supporting the sales effort.

I Why choose a Sales Diagnostic?

This type of detailed analysis from an external source, will often bring fresh insights and is very helpful to organisations and leaders who are looking for support in building a compelling case for change.

Salestrong offer this consultancy service as a "stand alone" element or in use/as a stepping stone to support other training, coaching and consultancy services.



UK Tel: +44 (0) 1778 382733

US Tel: +1 (919) 719 3935

www.salestrong.co.uk

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