

Sales Strategy Consulting

Sales Strategy Consultancy provides clients with expert resource for only as long as it is necessary to help them bring fundamental change to their sales organisations and to create outstanding sales performance

Advantages of external consultants

Using external consultants offers clients a range of significant benefits, including:

A wide experience of sales situations & issues

An objective viewpoint & analysis

Ability to handle discrete projects

Use of best practice tools & techniques

Effective change-agent skills

Cost-effectiveness of short term resource

Typical Sales Strategy Consulting Projects

Customer Strategy & Value Propositions – *to deliver value to target customers*

Sales Structures & Processes – *to deliver the required customer experience*

Account Management & Planning – *to focus activity & resources on key customers*

New Product Development – *to bring winning new ideas to market*

Performance Management – *agreeing key deliverables & standards of performance*

Personal Development Plans – *establishing a culture of performance improvement*

Customize

Customize are specialists in sales, sales management & customer strategy, having worked with both large and small sales organisations in the UK and overseas. Contact Rennie Gould in the first instance to discuss our experience and your requirements.

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