

Sales Discovery - Do you have the Bench Strength to Win in Business Development and Sales?

Through our 'Sales Discovery' evaluation process we provide an objective, incisive insight into an organisation's critical sales function - a critical aspect of short and long term business success.

The Challenge

Organisations need sales to survive. Whether its Big Pharma, Financial Megalith or the corner shop, Sales is where the rubber of strategy 'hits the road' of corporate ambition; where the short, medium and long term success of the business, the strategic vision, is realised.

But, why is capability in the sales arena so often taken for granted? Organisations spend millions assessing and implementing an IT strategy; rules, regulations and processes will be pored over and subject to examination at a micro level; marketing spend will be carefully devised and designed for maximum impact, again at significant cost. So, why is it that, at initial customer contact, points of critical business impact, organisations simply assess their sales force potential by minimal interview processes and a fragmented performance review? We believe that business success deserves more than that!

The Approach

We have a robust, well tested system to indicate sales capability and success at the individual sales manager and team level – it's called **Sales Discovery** and is a subset of our renowned 'Leadership Discovery' System. Sales Discovery recognises, and caters for sales ability assessment at two levels:

1 - Short cycle transactional sales

Where there is a high expectation of the sales manager achieving the first stages of sales closure within one or two meetings and a low expectation of involvement post sale e.g. volume sales, typically in the SME sector.

These could generally be defined as:

- Transactional in nature
- Volume driven
- Relentless activity
- Sell and go
- What next?

2- Longer cycle relationship sales

Where there is a high expectation of the sales manager having to court businesses over a longer period, and to also be involved in the growth and retention of existing clients e.g. relationship based sales typically in the Corporate sector.



The British Psychological Society



These could generally be defined as:

- Relationship based
- Analysis driven
- Thoughtful activity
- Sell and grow
- How next?

There are five elements to our Sales Discovery approach which can be adapted to meet almost any organisational need. The end-to-end process blends the strategic requirements of the organisation with in-depth understanding of what really drives focussed and effective sales performance.

- ✓ **Defining Success Criteria** – helps you to define the critical factors that enable sales performance, aligned to your strategic goals and short to long term business objectives
- ✓ **Deploying our Sales Force Evaluation Toolkit** – via a battery of Psychometric Profiles, Scenarios, Role Plays, Exercises
- ✓ **Exploratory Session with each sales person** – this structured interview is led by one of the Apter Business Psychologists and a line manager/business expert
- ✓ **Insight Report** – individual report, based on success criteria, exploring development needs and performance potential
- ✓ **Senior Sales Management Reviews** – exploring the talent within the sales force, whilst also looking in-depth at deployment decisions and development strategies.

Track Record

Apter Development are a performance consultancy who have been assessing, evaluating and developing leaders and other key staff globally for over 15 years. Project sizes have ranged from individual evaluations to recently the top 400 Managers of a large Financial Services organisation. The Apter Development Evaluation team includes 20 Business / Occupational Psychologists and a similar number of coaches. We recently completed the evaluation of 200 senior managers in one organisation in five weeks and a large national sales force in another organisation in 4 weeks. We have a truly 'blue-chip', international approach and at the same time can mobilise a professional team incredibly quickly to meet organisation requirements.

What Next?

If you would like to know more about our approach to leadership and sales force evaluation then please get in touch.

Apter Development provides cutting edge consulting and development in the fields of: Leadership, Management and Team Development; Executive and Team Coaching; Performance Consultancy and Employee Research

For more Apter Development Case Studies, visit:
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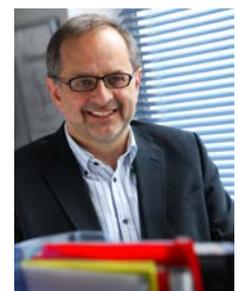
“Through Sales Discovery we were able to strategically understand the sales capability available to create significant organisational change.”

Finance Sector



“You have played a key role in this transformation through your work on the evaluation and development component of the programme. Your work has enabled us to build our leadership team now and create a talent management foundation that will continue to be used across the organisation in the future.”

CEO



Steve Carter, Senior Partner
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