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Improved Selling

We take selling very seriously.

We know it can deliver amazing results, fast track your growth, and build a long-term sustainable business.

We also know there are no quick fixes.

Like any business improvement initiative, selling success starts with commitment and drive from the top of your organisation - from those best equipped to guide, correct and shape the business.

We have learnt that practical interaction with your sales team is the best way to gain sustained improvement in sales.

Our approach starts by consulting with your key decision makers to understand the improvements your business needs. We consider;

- The end point goals that you want to achieve and why this is important for your business.
- Who you most want as customers.
- Your competitive advantage: How well you communicate and sell this.
- The quality of your sales management practices, processes and reporting.
- Your sales leaders and their ability to inspire, motivate and develop others.
- The skills of your sales people to reach, influence, and persuade people to buy from you.
- Your internal processes for winning, managing and retaining customers.
- The buy-in you have from your sales team to the goals you want to achieve.

Having consulted with you on the above, we then lay out an action plan on how best to usher in the sales improvements your business needs. This plan will be a combination of consulting projects, sales training workshops, team and 1:1 coaching and regular review meetings.

DRG is highly credentialed in improving sales teams. Our consultants have all achieved success as sales people, sales managers and now as sales consultants, sales trainers and coaches.

We have helped CEOs, Executive Directors, Business Owners, Sales Managers, Account Managers and the myriad of different sales people across every industry sector significantly improve their sales efforts.

Our approach follows.



Our Approach

Step One

Strategic Sales Analysis.

- ✦ Situation Analysis. Understand relevant background on the market, your target customers, key products and services, pricing and competitors.
- ✦ Identify your strengths and weaknesses and the external opportunities and threats.
- ✦ Summarize key issues.
- ✦ Clearly articulate your sales objectives for both the short-term (12 months) and long term. (2 to 5 years)

Step Two

Your Offer.

- ✦ Clearly define why a potential customer should buy from you.
- ✦ Articulate the benefits from your customers' point of view.
- ✦ Develop your 'why' arguments in close consultation with you and your sales team.
- ✦ Determine the sales tools you need to help you sell the above.

Step Three

Effective Sales Strategies

Determine the most effective strategies to get in front of your target customers considering;

- ✦ Improved relationships with your existing customers.
- ✦ Leveraging from those customers to new customers.
- ✦ Working with 3rd Party referral sources.
- ✦ Proactive networking.
- ✦ Educational presentations and seminars.
- ✦ Cold calling.
- ✦ Effective marketing.

Step Four

Sales Processes

Usher in a consistent selling approach customized to how your buyers buy considering;

- ✦ Reading people
- ✦ Building and maintaining rapport
- ✦ Qualification: Dealing with genuine buyers and decision makers
- ✦ Problem Solving: Matching solutions to identified client needs.
- ✦ Selling Value by demonstrating;
 - i. Market knowledge
 - ii. Product knowledge
 - iii. Capabilities of your company
- ✦ Negotiating price & closing the deal
- ✦ Effective follow up post sale



Step Five

Sales Management

- ✦ Setting clear goals and objectives.
- ✦ Sales planning - making this work.
- ✦ Financial and non-financial incentives.
- ✦ Assessing your sales pipeline – monitoring and making sense of activity.
- ✦ Effective reporting (esp. sales pipeline reporting).
- ✦ Communicating team and individual goals and results.
- ✦ Consistently running motivating sales meetings.

Step Six

Developing People

Create your improved sales culture considering;

- ✦ The development needs of your sales leaders in delivering steps 1 to 5.
- ✦ The development needs of your sales people in delivering steps 2 to 4.
- ✦ The buy-in of your people to the improvements you want to make.

Step Seven

Develop your Sales Improvement Plan.

Develop a comprehensive, dynamic plan outlining;

1. What we recommend you do.
2. How we propose you do it.
3. How much it will cost.
4. Who will do it and by when.

Final Step

Help you implement what we recommend.

As part of the implementation schedule, we will prepare a separate proposal for your approval that outlines your investment in DRG to help you implement the plan.

DRG has a host of experienced sales practitioners who have worked and excelled in sales and sales leadership. We have delivered hundreds of sales leadership and sales training courses to all levels from CEOs through to sales people on the shop floor. We have very high level coaching skills having collectively coached thousands of sales leaders and sales people either in small groups or 1:1.

We have proven tools that we can implement for you including the latest sales psychological assessment and development tools. Our wordsmiths can help you get your point across in print, sales documents, tenders and marketing communications and we have people working with technology to help you get your systems and technology working for you in the right way.