



Services Overview

The Sales Alliance provides leadership in assisting businesses to optimize market opportunities, achieve competitive advantage, reduce costs and maximize revenue growth through outstanding sales performance.

We do this by using our real-world experience to design and implement operational improvements. We audit existing selling processes, tools and performance while assessing alternatives for change. We design selling models. We implement 'best practice' processes, programs and tools. Most importantly, we ensure that all designs, processes and tools align with our client's stated business objectives and with their customers' critical business needs.

And because a new model or design by itself will not impact business results, we focus considerable attention on managing the implementation. We ensure that the proposed solution can be readily implemented in the client setting. This includes a transfer of knowledge and skills to the client, enabling them to maintain the solution on an ongoing basis. This also saves money by reducing our client's dependency on external consulting.

Specific offerings include the full range of requirements for an effective selling function:

- Maximizing business growth
- Strengthening your sales force
- Optimizing your sales structure and compensation
- Improving sales productivity

Clients can expect to see significant improvements in sales performance. Those improvements include:

- Improved revenue and profit
- Business growth from new customers
- Reduced cost of sales
- Improved productivity, motivation and retention
- Increased customer satisfaction and higher customer retention rates

MAXIMIZING BUSINESS GROWTH

The Sales Alliance will maximize your business growth through channel assessment and development and sales and account planning.

Channel Assessment and Development

Channel Strategy Audit

- Audit current channel strategy, both direct and indirect.
- Evaluate customers' buying preferences.
- Assess impact of change on our client's company, customers and existing partners and channels.
- Provide assessment report on current strategy, review of alternatives and identification of best approaches to arrive at an integrated and successful go-to-market strategy.

Channel Implementation

- Provide an implementation plan for the selected sales and channel strategy.
- Evaluate existing company programs and processes for "fit."
- Deliver a plan, which includes channel program rollout and implementation, including identification of key sales programs/processes that will require modification.

Channel Partner Performance

- Audit existing channels partners, including performance, contracts, channels conflicts, market coverage, customer satisfaction, partner satisfaction, etc.
- Provide recommendations to maximize effectiveness of specific partners or partner groups, to reducing channel conflict, and to improve partner satisfaction.



We measure our success by your results

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Channel Program Improvements

- Audit current partner programs and recommend modifications or new programs.
- Design new programs to improve channel effectiveness.

Program Management

- Manage the implementation
- Design and deliver training and communication on the new channel strategy and/or programs.

Sales and Account Planning

- Audit current process for linking account, territory and partner planning with our client's business plan.
- Design a sustainable process for integrated account and business planning.
- Design automated tools and templates for planning of accounts, territories, and partners/alliances. Ensure that all templates (plan, financials, and presentations) are linked to provide consistent information into the company business planning process.
- Develop account manager job aids to support both the planning process and the account managers' on-going implementation of the process.
- Design a program to facilitate the development, management and review of account plans and to support the planning process.
- Design and deliver training and communication on the new planning process.
- Deliver facilitated planning sessions.

STRENGTHENING THE SALES FORCE

The Sales Alliance will improve the effectiveness and productivity of your sales force through assessment of sales capabilities, sales development and training and sales management coaching and support.

Assessment of Sales Capabilities

- Identify the required skills and knowledge for the sales and sales management roles.
- Conduct a sales audit, assessing the capabilities of the sales force against pre-determined standards, such as "best practice" or job roles.
- Design a process for the ongoing assessment of the sales force.
- Develop tools (including web-based tools) to support the assessment process, such as manager and employee guides.

Sales Development and Training

- Audit existing training and development programs, recommending the best alternatives to achieve desired business objectives.
- Provide development tools (including web-based tools): Coaching Guides, Resource Guides
- Design and deliver training and communication programs to explain the new processes and tools
- Develop and deliver customized training programs, with modules specific to high impact requirements identified in the Assessment phase.



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Sales Management Coaching and Support

- Deliver Sales Management Coaching training
- Conduct one-on-one reviews with sales management to develop their coaching and performance improvement skills
- Provide development tools (including web-based tools): Management Coaching Guides, and Resource Guides

OPTIMIZING THE SALES STRUCTURE AND COMPENSATION

Your company will experience improved business performance after The Sales Alliance works with you to optimize your sales structure and improve your compensation and measurement methods.

Sales Structure

- Audit current organizational model (sales deployment and/or coverage models), comparing to business objectives and trends and customer requirements. Provide recommendations on the current model.
- Design organizational model, incorporating alliances and sales channels, to achieve stated objectives.
- Define job descriptions, responsibilities, work, expected results and skills and knowledge needed.
- Recommend compensation program changes to complement the new organizational design.
- Design and deliver a communication program to explain the revised models, expectations, and job descriptions. Deliver training.

Sales Compensation and Measurement

- Audit current compensation plans, comparing the plans to achievement of business objectives and results, sales retention rates, etc. Provide alternatives and recommendations on the current plan.
- Design compensation programs to remain competitive, retain key employees and achieve critical business objectives.
- Audit, design, and program manage the implementation of sales measurement systems to insure quick and accurate reporting and payment.
- Design and deliver training and/or communication programs for the compensation and measurement plan.

IMPROVING SALES PRODUCTIVITY

The Sales Alliance will improve your sales productivity by auditing and enhancing your sales process and cycle and helping you analyze, select and use the right tools.

Sales Process and Cycle

- Document the existing sales cycle and process within the company. Identify areas where the process is not standardized and/or optimally effective.
- Design an effective sales cycle and process based on 'best practices', customer requirements and business realities.
- Provide tools to assist in the implementation of the revised sales process.



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Sales Process and Cycle (continued)

- Provide recommendations regarding automation processes to support the revised sales process. Assist and/or program manage vendor selection and implementation as required.
- Design and deliver training and communication on the new sales process and programs.

Sales Automation Tools

- Audit our client's existing sales automation tools. Provide recommendations on new tools or tools requiring enhancement to improve sales productivity.
- Assist and/or program manage the vendor selection of sales automation tools.
- Assist and/or program manage the implementation of the selected tools.

INTERIM SALES MANAGEMENT

Is your organization in need of an interim sales executive to provide outsourced leadership services? The Sales Alliance can help bridge the gap until you have a permanent solution or augment your current staff.

- Sales strategy and planning for start-ups
- Interim executive to maintain momentum during transitions
- Part-time, retainer-based services for smaller companies
- Coaching and mentoring



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