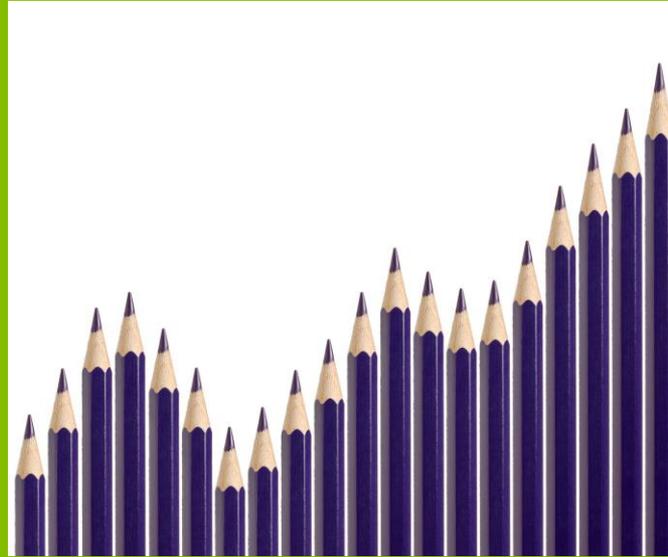


Sales Excellence Diagnostic© v7.0



How will you grow sales in 2015?

How to keep growing?



This is the most fundamental question any organisation asks itself: And yet how do we achieve growth?

The sales organisation is an obvious choice: But what to change?

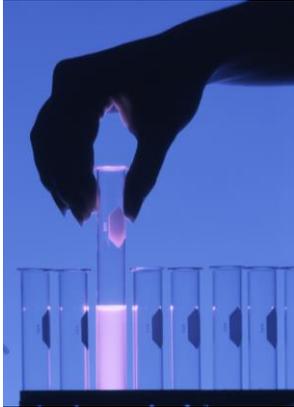
The Sales Excellence Diagnostic© helps to answer exactly that question.

This brochure aids you to understand what it is and how it can help you achieve growth

'Our project was led by Selling Interactions throughout, they quickly identified the "job to be done" and by working with the team and the selected project leaders were able to motivate and enthuse them. The project was concluded on time and in full with the resultant sales process becoming a critical part of our monthly review, and is an excellent management tool to review sales project overview. An excellent piece of work.'

Richard Parnell, Director, BHJ UK Protein Foods Ltd.

What is the basis of the diagnostic?



With so many “flavour of the month” sales training airport books around, how do you know what really works?

The core of the sales excellence diagnostic© is our sales best practice research database.

Starting in 2008, we have very actively collected as much research as we can on what works in sales, and cross checked it on the ground via our client and partner network.

The result is that over **700 best practice research cases and 150 client projects** have informed the diagnostic. What is more, the diagnostic is updated every 6 months to take into account the rapidly evolving field of sales excellence. We call this approach **Research Led Sales Excellence.**



The diagnostic is very comprehensive and covers just about every aspect that can affect sales success. Every question in the diagnostic is linked to a proven sales best practice. Of course, not every practice suits every organisation which is why the diagnostic report provides you with intelligent interpretation of results.

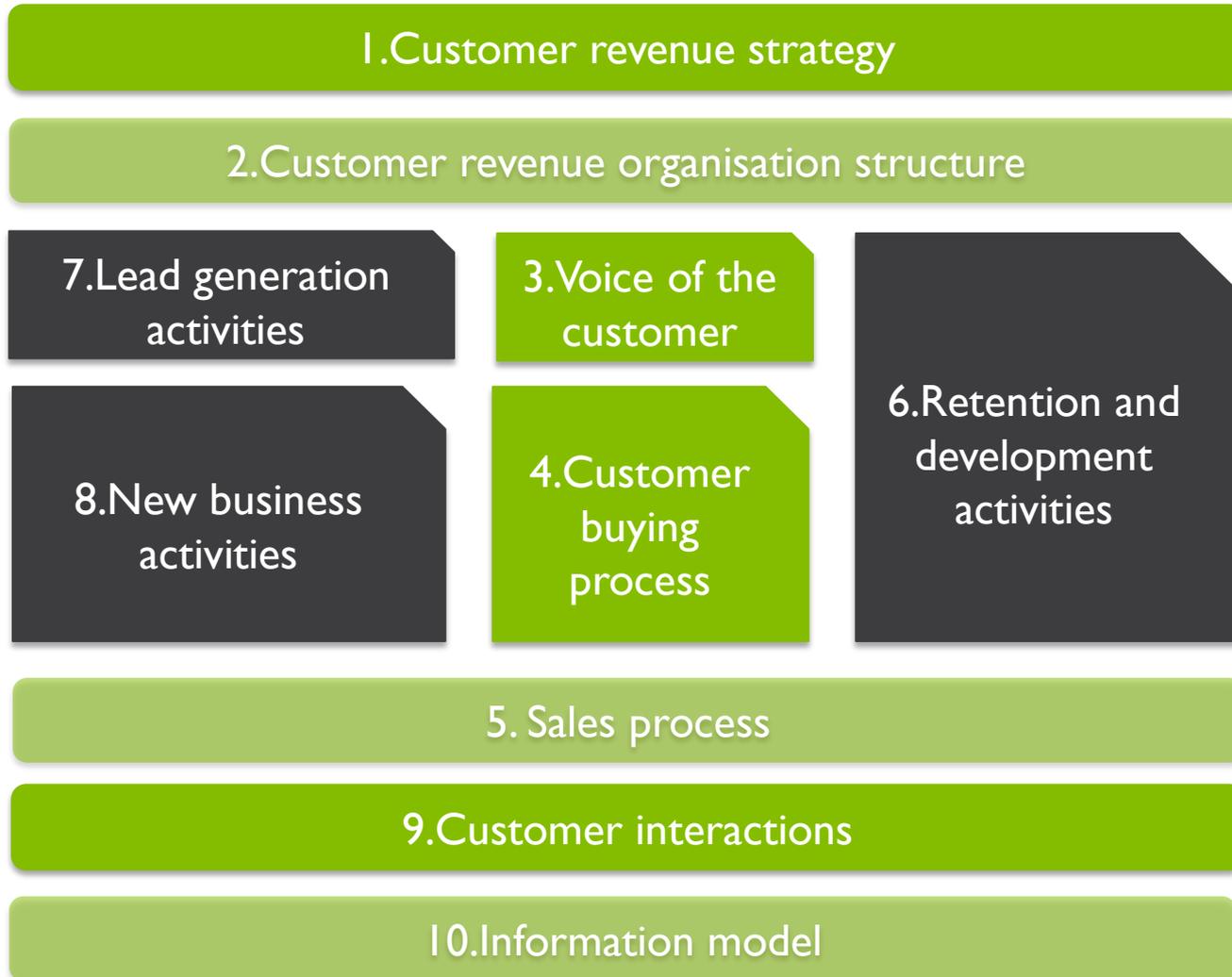
It all starts with the voice of your customer...

The **SED** is an on-line enabled survey with 3 parts to it. It seeks your customer's opinions, your sales management's opinions and your sales team's opinions.

We believe these viewpoints give a highly credible and grounded start point for any improvement initiatives.

Voice of the customer	Sales manager viewpoint	Sales team viewpoint
<ul style="list-style-type: none">• 12 key questions• How do they see your sales force?	<ul style="list-style-type: none">• Self assessment• 82 best practices• 10 core areas of sales organisation	<ul style="list-style-type: none">• Self assessment• Mirrored versions of the sales managers

The 10 core elements of the sales diagnostic



Why are there 10 core elements?

A sales organisation is a complex beast. There are many factors that influence effectiveness. Our research over 6 years has suggested clusters of important factors. We review this every 6 months, and create a conceptual model to aid understanding and action.

At the heart of the model is the **voice of the customer** and the **customer buying process**. With insight and understanding of these, it is possible to create a **customer revenue strategy**, and deliver it via a **customer revenue organisation**. Today, marketing, sales and IT have to work together to deliver such a strategy, and it involves a clear **sales process** to win business.

Growth comes from **retaining and developing existing customers** and **acquiring new business** too, which requires **effective lead generation** to feed the revenue engine. This work is underpinned by high quality **customer interactions** and a sound **information model**.

All the areas are interlinked and can influence each other, so a key part of any organisational review is to look at the whole system, and look for important bottlenecks and levers for success.

Your sales excellence diagnostic© will give you clear insights into your sales organisation and where priority should be given to make improvements

Your Sales Excellence Diagnostic report

You can choose from a “data-only” report or a “sales health check” which combines the survey with interviews and data / document analysis to give you a more rounded picture.

Either way, with a very short time frame, you will have a clear, grounded, shared view of your sales organisation that can be used to drive focused change. We'll agree the exact scope of what you want to achieve, then deliver it with the minimum of fuss.

The diagnostic is available on-line. We simply send the hyperlink to respondents and they complete the survey on their PC. **Selling Interactions compiles the report for you within 48 hours** of the agreed cut-off date and we present it to you individually, or at a workshop of key stakeholders. You also have the option of a prioritisation workshop so that you can decide on an action plan with your colleagues

Selling Interactions
DIAGNOSIS; DESIGN; DELIVERY

SIL Sales Systems Analysis v5.0 Manager

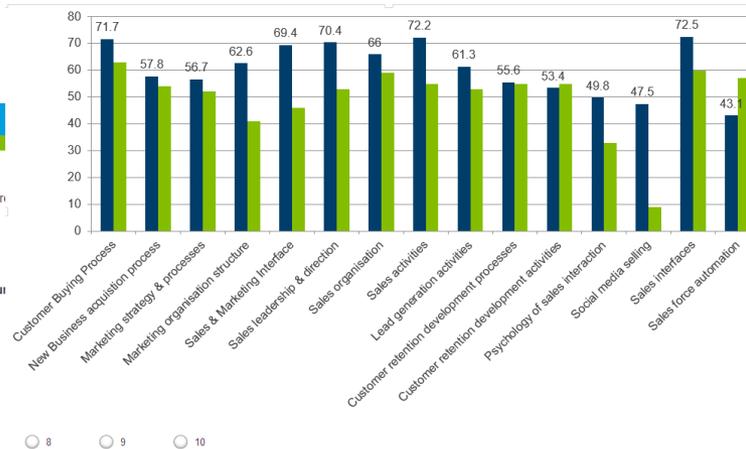
How well do we understand how customers make buying decisions and manage the process?
For each of the following statements concerning the topic mentioned above, please rate our current performance on a scale of 1 to 7.

* 1. We have good insight into our customer's buying process for our offering
 1 2 3 4 5 6 7

* 2. We understand the typical aims and strategies of procurement professionals in our industry
 1 2 3 4 5 6 7

* 3. We know how our customer's procurement categorises and manages us
 1 2 3 4 5 6 7

* 4. We regularly seek the views of how customers see us
 1 2 3 4 5 6 7



sales process' does not guide best

was created to implement salesforce.com and is not ch practices win business for XXX

understanding all understood. I classifications are

process? I think

our sales if I sat down and

How clear are we? If we say client rings in and goes through to satisfied clients, where do they come in? I still don't think we have a clear set of checkpoints / gates we go through.

"Do you see a process/ routines in XXX for BD? No" "I would struggle to tell you what the client life cycle is? Does it exist in people's heads?"

Sounds great: How do I start?

The **SED** is incredibly easy to deploy. The first task is to understand your requirements fully so please contact us to discuss them.

Are you looking for a quick scan, or do you require a more in-depth health-check? In which countries do you want to deploy the survey?

Contact us by your preferred route and we will get your survey organised.

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Anderson Hirst Founder & Director
Selling Interactions



Our Global SED Team

Our team is passionate about personal selling. **With over 60 international associates, Selling Interactions is able to deliver programmes locally in 14 languages.** Our associates all sell actively and specialise in sales training or in sales excellence consulting. They are chosen for having substantial experience in consulting and training, an excellent track record, and the ability to work with both sales strategy and personal selling behaviour continually in mind.



I am delighted with the support that Selling Interactions has provided to C&W over last couple of years. Their ability to understand and indeed anticipate our needs is first-rate, and means that I can trust them to develop learning interventions that are right for our people – fast-paced, focused, pragmatic and highly-interactive. The Selling Interactions delivery team have all then added value through bringing their own experience and flair to delivery across EMEA, resulting in high levels of engagement in learners. This has led to improved focus, discipline and consistency in driving business development through powerful client relationships.

Richard Pate, Director of Learning & Development EMEA Cushman & Wakefield LLP

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