

## Right Process

### Create crucial internal and external sales alignment to drive business forward

Align *how* you manage and sell with how your customers *buy*, and your sales organization will execute with consistency and discipline that increases business results

Achieving optimal sales requires the implementation of the Right Processes to align internal sales management with external selling to customers. The **Sales Leadership Cadence** works internally to establish the critical actions, timing, and focus for all levels of sales leadership. Externally, the **Advantage Buy/Sell Roadmap** decodes how your customers buy, and then creates a selling strategy with synchronized sales activities to match.

You may have already tried to implement new processes into your sales organization, but with little success. This is because they are most often viewed as bureaucratic, autocratic, or even irrelevant. We understand that. We have learned that to succeed, processes **must** embody these three key success principles:

1. Lead directly to higher revenue
2. Be as lean as possible
3. Be co-created by the people who will implement them



We work with you to customize these processes and integrate them into your sales organization in ways that ensure internal buy-in and commitment.



### INTERNAL ALIGNMENT Sales Leadership Cadence

The Advantage Sales Leadership Cadence is a framework that gives leaders a consistent way to both manage and align with the sales team.

Sales Leadership Cadence is comprised of routine activities, tools, and management disciplines for executing sales strategy. The process details the critical actions, timing, and focus for all levels of sales leadership. Managers become more closely aligned with their team as both are guided by a predictable Cadence – the rhythm that identifies what activities need to happen, and with what frequency, to best manage the business. The result is more consistent, predictable performance and improved results across the entire sales organization.

### Business Outcomes

- **Salespeople:** Improved productivity and performance
- **Managers:** Better sales planning, forecasting and pipeline management, coaching, recruiting and selection, and performance management
- **The Sales Organization:** A more consistent, focused selling approach, increased sales, and reduced turnover



## EXTERNAL ALIGNMENT Buy/Sell Roadmap

The Advantage Buy/Sell Roadmap synchronizes the way *you* sell with the way your customers *buy*.

The Roadmap determines the selling strategy necessary for each target market or customer segment. It decodes how target customers buy; crafts a selling strategy aligned with customer's key players, value drivers, and buying style; and defines the synchronized selling activities critical to each step of a customer's buying cycle.

### Business Outcomes

- Increased sales productivity and reduced selling cost
- Improved revenue and forecast accuracy
- Improved allocation of stretched internal resources
- Better application of sales methodologies (e.g., solution selling, positioning for value, differentiating, calling high, etc.)

"If you can't describe what you are doing as a process, you don't know what you're doing."

W. Edwards Deming

