



mPath[®]

AUDIENCE

Sales directors, managers, representatives and others involved in managing, supporting, and sustaining outstanding sales results.

Create a process for achieving transformative sales results

Program Benefits

In today's world, it's not so much what you sell – but how you sell that will make the difference. That's why *mPath*[®], from Market-Partners, Inc., was created. This transformational methodology is a powerful way to create a Sales Process that drives maximum sales effectiveness. No matter what a sales organization may be trying to achieve—whether to enter into new markets, adopt a solution-selling approach, shorten the sales timeline cycle, or increase the degree of cross-selling—it represents change. These changes impact sales behaviors, approaches, skills, and/or roles. The *mPath* methodology allows you to leverage these changes and achieve desired results—by design. Benefits to your sales organization include:

- A far better understanding of how your customers are buying
- A sales strategy and process that embraces best practices and that synchronizes to your customers' buying processes
- A fully-aligned and coordinated sales team whose energy and resources are committed to achieving transformative sales results

Program Description

The *mPath* methodology is comprised of three phases:

Phase I - Assessment: This is the critical starting point. During this stage of the methodology, we examine each aspect of the organization that impacts the success of the Sales Process. We use the existing sales approach as the starting point for this assessment and then dig into exactly what is happening and why. The facets we examine range from understanding marketing initiatives, to compensation systems, through to management practices.

Phase II - Design: Based on the internal and external assessments together with the results of a strategy workshop, we then embark on the design of the optimal Sales Process. During this phase of the *mPath* methodology, we continue to place great emphasis on communication and collaboration.

Phase III - Adoption: The goal of this phase is to gain enthusiastic adoption by the organization to a changed way of selling. No matter how far-reaching or how small these changes may be, they require individuals to adopt new behaviors, skills, and/or approaches. The entire *mPath* methodology is designed to ensure that the new selling strategy and process will make immediate sense to the organization, and will be swiftly adopted.

Prior to adoption, we ensure that management is totally aligned to the new Sales Process and that they fully understand the critical role they will play in its success. We also embark on various initiatives that help managers understand how to use a Sales Roadmap to manage their business and coach their selling teams. Workshops for sales managers provide them with a different view of their role. Case studies and simulations illustrate the importance of managing the business of sales. By placing emphasis on performance coaching, we transform sales managers from being the super-sales person to becoming the business manager, and enable them to direct their selling team to methodically build the business portfolio.

[CONTINUED]

Implementation/Customization

A number of workshop approaches each build on the foundation of change management already established. We have introduced Sales Roadmaps via annual sales meetings attended by hundreds of sales people. We have also used one and two-day workshops on a more local basis to introduce the new Sales Process to the organization. The *mPath* methodology is fully integrated with your existing processes, tools, and methods. We ensure that CRM applications are founded upon optimal sales processes. Our own eSP application integrates with CRM applications to provide the sales manager with a dashboard view into the sales pipeline.