

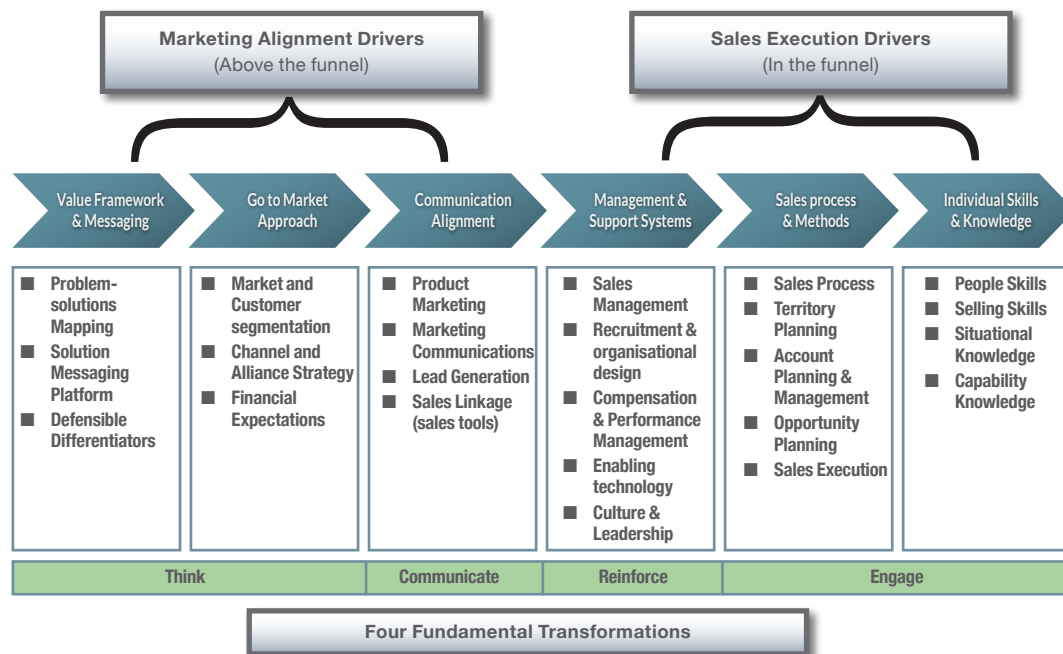
Sales Improvement Services Sales Process Re-engineering



Sales Process Re-engineering

For an organisational process to require reengineering (as opposed to fine tuning) it must be dysfunctional. The bad news is that most sales processes today look like manufacturing processes did 30 years ago.

Taking a concept developed by Keith M Eades in his book *The Solution Centric Organisation* the sales process includes both marketing and sales to be in unison, he illustrates it as follows:



In general, if any of these areas are not in alignment with the others then a breakdown in the sales process is inevitable.

The issues caused by none alignment can manifest themselves in numerous ways:

“Our sales leads are rubbish”

“Our marketing material is out of date”

“Our products or services do not deliver on our customers expectations”

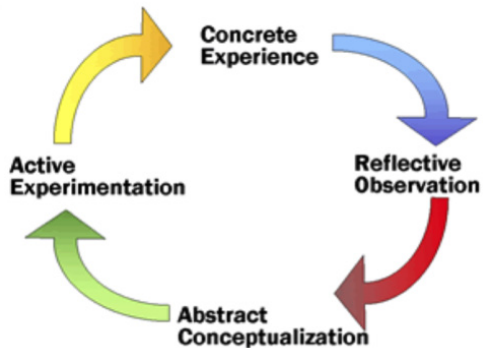
“ I am only being considered on price alone”

Sales Improvement Services Sales Process Re-engineering

Our natural reaction is to throw money at training or new brochures or increased spend on e-marketing however we might just benefit from taking a lesson from Chris Argyris and Donald Schön who developed the concept of single and double loop learning.

Single loop learning is a method originally associated with David Kolbs learning theory of how adults learn:

Single Loop Learning



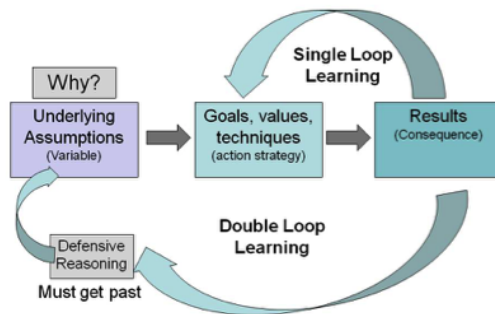
In this model an individual will have an experience and then reflect on that experience and consider how best to improve, they will have concepts and theories that they might try out. They then experiment with this theory and gather more concrete experience/ evidence for further reflection.

We might decide to support the persons learning by training or implementing some form of support mechanism.

This is fine until they discover that the very process they were trying to improve upon is floored.

Double loop learning encourages the review of both the system and the tactics employed to use the system as follows

Double Loop Learning

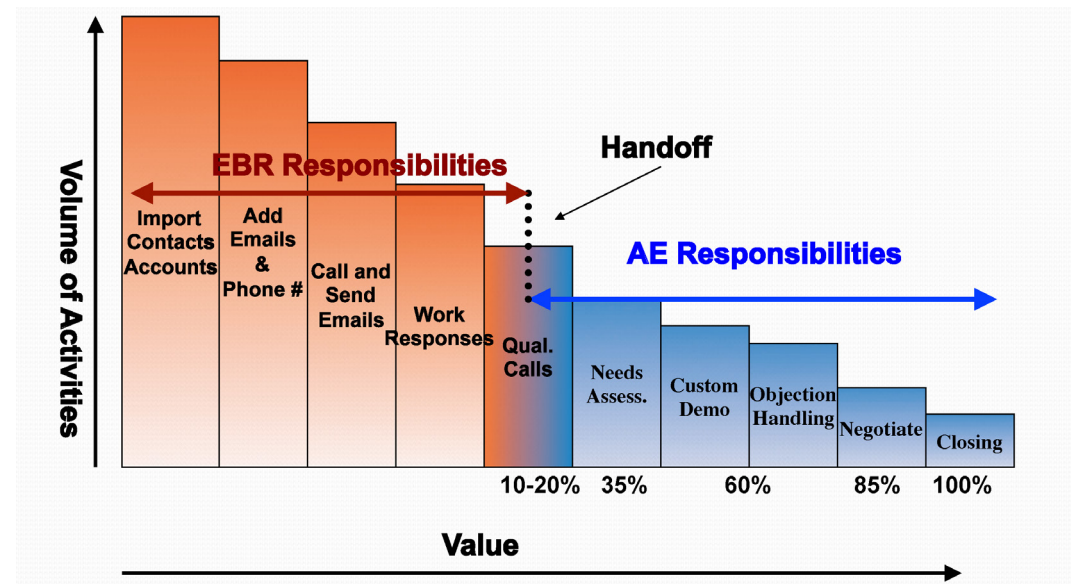


So instead of spending money on the end results of an issue, we should investigate and then fix the root cause.

Very often in sales, the issue causing the problem is the process is not fit for purpose.

Consider the earlier illustration taken from Keith Eades and match this to a process engaged by CRM specialists Salesforce.Com

Outbound Process Example from Salesforce.com



Within this example they have split campaigns into a marketing support function (in red) and then handing off the opportunity to a direct sales function (in blue). They further split this into market sectors and geographical areas.

What has driven amazing success is an aligned sales and marketing process that matches key messages to defined end customers and as such the marketing message is in unison with the message and sales techniques used by the sales person.

By working with Sales Improvement Services, you can make sure that your sales process is in sync and appropriate for the 21st century.

Contact us on the number or address below for more information.