

The Sales Problem

80% of the salespeople sell 20% of the goods and services

- Study at Harvard University of 100,000 business-to-business salespeople

Selling has changed! The method we have used for selling is no longer effective. It has become predictable to both businesses and consumers.

Some cold facts:

- ◆ Order taking has been replaced by the Internet
- ◆ Buyers may often know as much as sellers
- ◆ Consumers are aware of all competing products or solutions and prices
- ◆ 80/20 rule applies.....peak performing sales people are the minority

Today selling has been redefined. Selling is not an art, it is a process that needs to incorporate the buying process of the purchaser to be truly effective.

The challenge for business is to build a sustainable sales model that will meet the business objectives not only for now but into the years ahead.

**The correct procedures,
performed by highly compatible salespeople,
will produce predictable and repeatable results.**



Focus Business Advisers will help you to fix your sales problem by:

- ◆ Showing you what the top 20% of salespeople do differently
- ◆ Implementing the sales processes and procedures that successful organizations use
- ◆ Using the tools and methodologies that ensure peak performance
- ◆ Profiling the existing salespeople to identify traits and motivation
- ◆ Demonstrating how to manage peak performing salespeople
- ◆ Illustrating how to recruit the salespeople you need

Our process is clear and direct. In the first instance we sit down with you and work on determining your sales goals. Then we look at where you are now and the gap between the two. Based on this, we implement processes, procedures and performance measurements to bridge that gap.

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Remember success comes when preparation meets opportunity!

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