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Improving Sales Performance

1. SUMMARY OF APPROACH

We are a small consultancy working in one area – developing sales performance. Our approach is based on...

- ✓ Working with clients in developing solutions for the long term, as well as providing quick wins for them

- ✓ A belief that as no two client situations are the same, there is not a one size fits all solution

- ✓ The fact that sales performance is influenced by a number of factors. Each of these factors needs to be considered in any solution. This is where our **5S operating framework** is relevant

2. THE DNA MODEL

As we believe in unique solutions for unique situations, we do not have a prescriptive approach in working with our clients.

However, to ensure that we add most value and make best use of our and your time, we can provide a framework for working effectively together – **The 3 stage DNA Model** – an integral part of which is the 5S methodology.

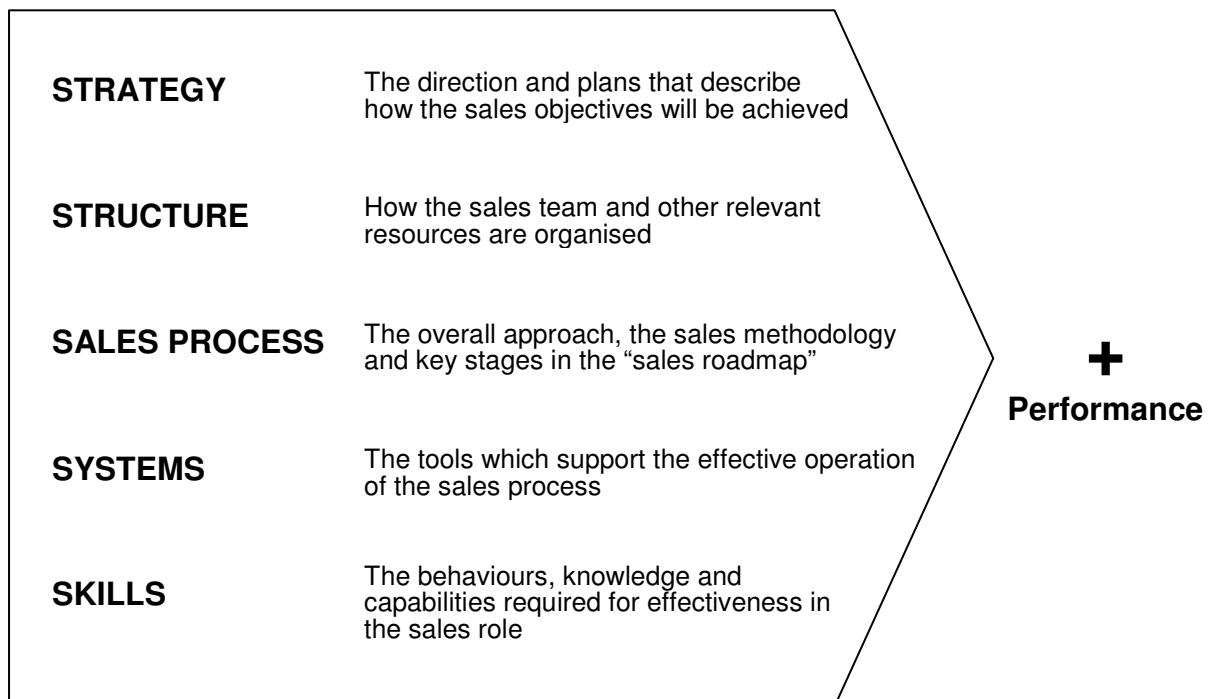
		5S
D	Diagnose: The investigation phase, using diagnostic tools to establish the current status and the desired outcomes	Strategy
N	Nominate: Recommending solutions for the development of the sales operation and performance	Structure
A	Act: The implementation phase- working with you to convert plans to action and results	Sales Process
		Systems
		Skills

At each stage of the DNA process the importance of each of the 5S elements are considered to ensure a totally integrated solution.

The 5S Methodology

The 5S methodology ensures that all of the elements that influence sales performance are identified and analysed as part of a proposed solution.

5 distinct but integrated elements...



3. APPLYING THE APPROACH

How we work with a client within the scope of the DNA framework will depend on a number of factors – the number of people involved, timescales, geography and logistics. Again, central to the approach is recognising specific situations; so no prescription!

Typically the **diagnostic phase** can be achieved by a combination of...

- Focused workshops with key players and participants
- Structured questionnaires
- Teleconferencing
- One-to-one meetings

Whilst a client may approach us to discuss a project covering one dimension for example, sales skills or account management systems, we will always suggest “health checking” the other areas within the 5S to ensure that all relevant issues are covered in subsequent recommendations.

For all communications during the diagnostic phase we will use question generators to ensure all information across all areas is captured.

Moving through to **Nominate**, the recommendations stage, we will provide a...

- Detailed analysis and summary from the diagnostic stage
- Summary of recommendations
- Rationale for the recommendations, including other options considered
- Fully detailed and costed implementation plan
- Proposed metrics for measuring outputs and success

Act converts plans to actions and results. We will take a full role in the implementation phase. Our joint involvement, roles etc will be proposed at the nominate stage. Collectively we will have the responsibility to

Brief the sales team on plans, their involvement and the measures

Manage the implementation of projects and activities
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Track progress against milestones

Capture results, analyse feedback and make recommendations
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4. **WHY THIS APPROACH? WHAT ARE THE BENEFITS?**

Holistic, integrated. For example, training companies will look at training needs. System providers will look at CRM requirements. We consider all factors that influence sales performance.

Robust methods and tools. The DNA process using the 5S methodology provides a rational, logical approach for identifying the opportunities to develop sales performance.

Strategy and quick wins. Our approach addresses the long term strategy at the same time as providing you with quick wins. Our practical, hands-on approach results in time and cost effective analysis and implementation.

We work with you on implementation. Many conventional consulting approaches leave the client to implement. We see we should be involved in and are responsible for implementation and results.