

Sales Process Improvement

The sales force in an organization may fall into one of three different arenas: direct, retail and indirect channel distribution. Regardless of what channel of distribution your organization utilizes, the goal of our engagement is to help your organization develop processes, improve procedures, and build training that will immediate impact on increasing sales and profits. Positioning your organization as a value provider versus a commodity broker driven by price is a critical element to this process. We will help you define, implement and reinforce an effective and efficient sales process.

CDI will provide the support mechanisms necessary to ensure its success. We offer a comprehensive range of consulting and training services around the sales function. Areas of consulting expertise include, but are not limited to:

- Setting Sales/Marketing Strategy
- Customer Analysis
- Competitive Analysis
- Compensation Analysis
- Sales Force Management
- Field Evaluations
- Training Strategies
- Management Coaching
- Sales Process Flow