

— HALVERSEN & MCKINLAY

Consultancy Services

Your Revenue Repair Partners



NYC



LA

The VALUE We Bring to the C-Suite: Revenue Repair

1

Tackle
Revenue
Pain Points

2

Strategy
Alignment
on
“How to Win”

3

Awakening
&
Feeding the Giant
Field Activation and
Effectiveness

4

Solutions
Playbooks
&
Action Plans

REVENUE PAIN POINTS

As former Presidents/CEOs in the direct sales channel, and having conversed with scores of top channel CEOs and sales leaders, Scott and Clint have identified the most common pain points in the current post-pandemic environment. They work with the C-Suite to identify pain points unique to each company's objectives and challenges. Pain points typically include:

- 1) Declines in seller base attributed to evolving trends in the gig economy.
- 1) Declining seller activation due to shifting customer buying patterns
- 1) Lack of clarity in the field with how to engage and convert new seller prospects into joins. Worry is fueled by “what worked yesterday isn't working the same way today”.
- 1) Misalignment between home office developed programs, digital tools, and prospecting systems and the realities in the field.

STRATEGY ALIGNMENT: HOW TO WIN

Identify, simplify & amplify the strategic kernel and 6 key supporting strategies

- 1) Development of strategic roadmaps to leverage and activate key resources within a company to create a competitive advantage
- 1) Alignment in the organization through identifying and instituting the right tactics and KPIs to integrate the top strategies to win
- 1) Formulation of integrated execution involving all departments

Deliverables: Comprehensive Strategic Analysis. Interdepartmental workshop to identify the top governing strategies plus KPI tracking. Monthly and Quarterly Accountability Assessments.

AWAKENING & FEEDING THE GIANT

Custom content design and delivery for the salesforce

- 1) Tailored leadership training
- 1) Tailored sales training
- 1) Sponsoring playbook LIVE!

Deliverable: Content and scripts for live events. Scott or Clint personally deliver training.

SOLUTIONS, PLAYBOOKS, & ACTION PLANS

We deliver a combination of customized solutions, playbooks, and action plans to address pain points and drive revenue growth, including:

- 1) Strategy Alignment
- 2) Sales audit and tune up
- 3) Marketing audit and tune up
- 4) Compensation plan design, analysis, and optimization to company objectives
- 5) Sponsoring playbook in the new era
- 6) Training content and design for the field

Each deliverable can be initiated a la carte or in a negotiated package of services. Prices are project based; actual timelines determined after client consultation and a final sign off the SOW.

HOW WE ENGAGE

SALES AUDIT AND TUNE UP

- 1) Compensation plan objectives
- 1) Field activation programs, incentives, and recognition
- 1) Forecasts: joins, productivity, activity, net revenue
- 1) Comprehensive Field Training
- 1) Digital tools, tech ecosystem for sellers
- 1) Selling like a boss in the virtual world: Livestream shopping to win

Deliverables: Comprehensive analysis and detailed recommendations, with action plans for 90 days and 6-12 months.

MARKETING AUDIT AND TUNE UP

1. Product and Opportunity Marketing to Consumers and Sellers: The Story
1. Digital and Printed Assets
1. Social Media Strategy
1. Margin Efficiencies
1. E-commerce merchandising design
1. Technology Stack

*Deliverables: Detailed recommendations with customized action plans for each category.
Comprehensive Marketing calendar.*

COMPENSATION PLAN

Comprehensive design, analysis, and optimization

1. Company values & objectives
1. Field behavior priorities
1. Seller vs. Leadership model
1. Business rules, kits, PV
1. Acceptable payout range
1. Affiliate / multichannel

*Deliverables: Gameplan and roadmap for comp plan in alignment with company strategic objectives.
Detailed recommendations, with customized action plans.*

ENGAGING THE FIELD

Sponsoring playbook in the post-pandemic era

1. Network with present-day relevance
1. Knowing and owning your voice
1. What to say, where to say it, how to say it, to whom, and how often in our world today
1. Practice at scale to improve
1. Digital Social media landscape and how to win

Deliverables: Home office playbook and field training guide.

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THANK YOU!