

FRONTLINE SALES ADVISORS

“On Demand” Sales – Lead Generation Programs – Strategy & Campaign Development – Market Research Services

SAMPLE ENGAGEMENT FRAMEWORK

As an “On-demand” or “Sales as a Service” consulting firm, we provide small businesses and entrepreneurs executive-level sales expertise on an interim basis. Our services cover a variety of areas and are designed to help clients further develop their strategic sales processes, identify new business opportunities, and increase sales revenue. Our engagements start with understanding the current state of the business from a sales perspective and include both short- and long-term outcomes that are designed to build and establish a framework for future sales processes.

FOCUS AREAS

- Building a sales framework
- Identifying the addressable or targeted market
- Sales campaign design
- Email and telephone script development
- Call preparation activities like talking point development and research
- Outbound sales prospecting techniques
- Building strategic relationship
- Appointment setting
- Direct product selling

www.frontlinesalesadvisors.com

info@frontlinesalesadvisors.com

FRONTLINE SALES ADVISORS

“On Demand” Sales – Lead Generation Programs – Strategy & Campaign Development – Market Research Services

STRATEGY MEETINGS

Our services will include strategy and review meetings that can identify key metrics for improvement, assess and gain insight into the client’s overall business environment, their current sales strategies and processes, sales tools and collateral, strengths, weaknesses, competition as well as documenting potential areas of improvement. Some of the key area of discussions focus on how the business (sales) currently functions and can include:

- Sales and revenue goal prioritization
- CRM and database development
- Qualifying potential customers
- Use of sales collateral
- Industry and competitive overview
- Understand the ideal customer and buyer persona
- Current sales challenges and obstacles
- Common objections
- Business successes and lost opportunities

GOALS & OUTCOMES

Short-term and long-term outcomes of an engagement may include:

- Developing a strategic sales plan
- Creation of new market opportunities
- Generating additional revenue
- Grow client/prospect database for outbound marketing efforts
- Sales performance improvement
- Development of a consistent plan of action for company sales efforts
- Establishing a foundation & resources for future sales personnel position