



SALES STRATEGISTS

We help to propel your growth

COMPANY  
**PROFILE**



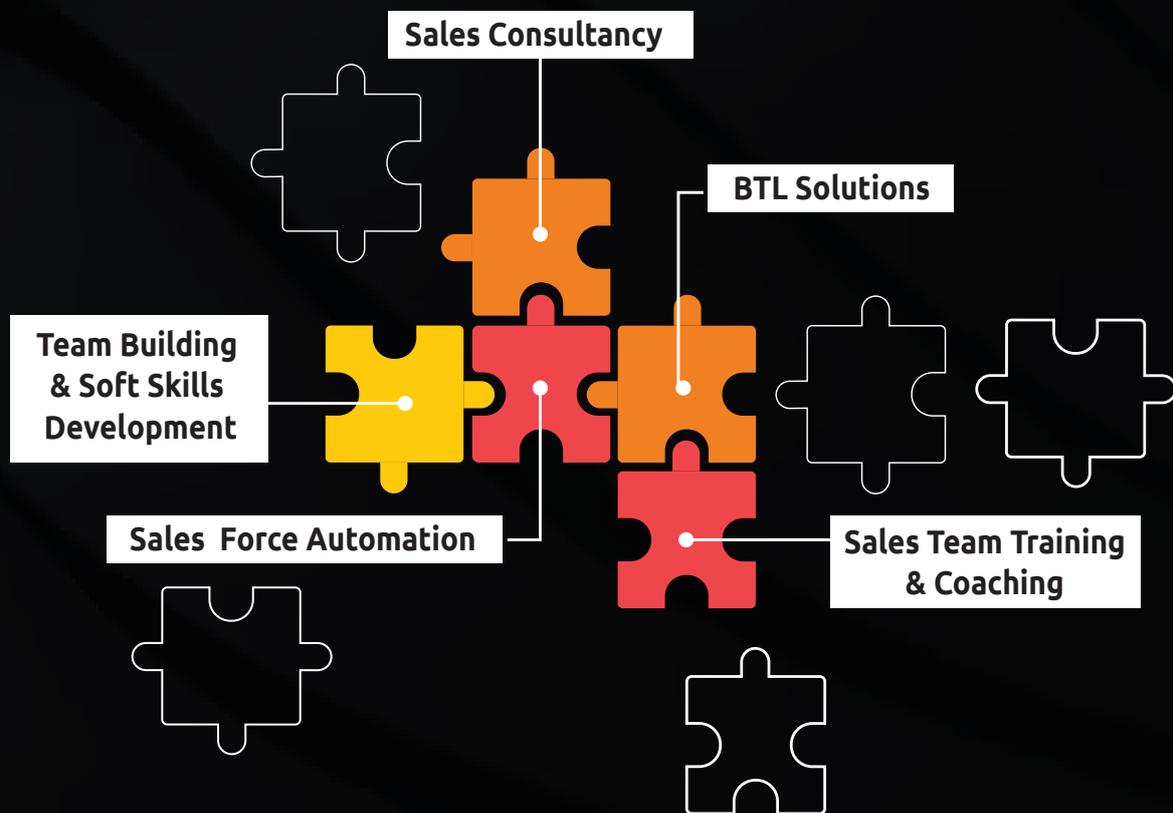
We are

## FLAME SALES STRATEGISTS

a passionate duo on a mission to uplift the sales profession  
by building and nurturing high-performing sales teams.

## HERE TO **SERVE YOU**

We provide a diverse range of tailor-made solutions to help your organisation transition smoothly to the desired growth trajectory in line with your business goals. From systems, processes and human capital development to providing necessary support in execution and focused BTL support, we will work alongside you and your teams to bridge any gaps that are holding down your business progress.



# OUR CORE VALUES

At FLAME Sales Strategists, our success is built on a foundation of core values that guide our actions and shape our interactions with clients, colleagues, and partners. These values form the heart of our business and reflect our commitment to excellence in all aspects of our work.

1

**Teamwork:** We believe in the power of collaboration and recognize that strong teams are instrumental in providing exceptional solutions to our clients. We foster an environment that encourages open communication, mutual respect, and the sharing of ideas. By working together, we leverage our diverse skills and experiences to deliver the best possible outcomes for our clients

2

**Value Delivery:** We prioritize creating tangible value for our clients. We continually strive to understand their unique needs and challenges, tailoring our solutions to drive real, measurable results. Our commitment to value delivery ensures that our clients achieve their sales goals and witness a genuine return on their investment in our services.

3

**Integrity:** We hold ourselves to the highest ethical standards and value honesty, transparency, and trust. We conduct our business with integrity, treating our clients, colleagues, and partners with fairness and respect. By upholding these principles, we foster long-lasting relationships built on mutual trust and integrity.

4

**Human Capital:** We recognize that the key to our success lies in our people. We are dedicated to building and nurturing a talented team of sales professionals who are passionate about their work. We invest in their growth, providing ongoing training and development opportunities. By prioritizing the growth and well-being of our team members, we ensure their continued success and the long-term success of our clients.

5

**Technological Advancement:** We embrace innovation and understand the significant role technology plays in today's dynamic sales environment. We harness the latest tools and technologies to enhance our sales solutions and drive efficiency. By staying at the forefront of technological advancements, we empower our clients with cutting-edge strategies and tools to stay ahead of the competition.

6

**Confidentiality:** We recognize the sensitive nature of the information entrusted to us by our clients. We maintain strict confidentiality and handle all client data with the utmost care and discretion. Our commitment to confidentiality ensures the preservation of trust between us and our clients, allowing for open and honest collaboration.

7

**Passionate Company-Building:** We believe in working with companies that are fueled by passion and purpose. We are committed to partnering with clients who share our enthusiasm for building thriving businesses. By combining their entrepreneurial spirit with our expertise, we co-create impactful sales strategies that unlock growth and help them achieve their business objectives.

At FLAME Sales Strategists, we live by these values,  
driving our everyday actions and decisions.  
They guide us in providing exceptional service, delivering value,  
and building long-lasting relationships with our clients.  
Together, we aspire to make a positive impact in the sales landscape  
by empowering companies to thrive with passion,  
professionalism and integrity.



**SALES CONSULTANCY**

## THE CHALLENGE

Most organisations have a great vision but are faced with one or a multiple of 3 challenges.

- 1 They do not have an effective sales and distribution strategy.
- 2 They are unable to execute a successful strategy owing to an ineffective sales team.
- 3 They lack the mandatory monitoring and evaluation systems and processes

If any of these sound familiar, we can help you rectify it.



Today's evolving environment and demanding market conditions require tailor made solutions with a clear actionable road map aligning systems, processes and people in order to win customers and stay ahead of competitors in a sustainable manner

# OUR SOLUTION

We will work alongside you to help your organisation in driving the sales and distribution teams to overcome such challenges and achieve or surpass their set goals in a professional and sustainable manner.

We can help FMCG and Consumer Healthcare organisations with the following and more

- 1 Developing a results-driven sales strategy
- 2 Mapping of outlets by category across geographies
- 3 Developing route plans
- 4 Developing outlet reach and frequency plans
- 5 Structuring the sales and distribution division for best focus - including JD design, KPI setting considering core functional parameters, designing of incentives and excitement programs that drive passion and performance
- 6 Developing and managing coaching and customised training plans for each level in the sales team
- 7 Developing monitoring and evaluation mechanisms, including dashboards, for easy decision-making across organisational hierarchy

- 8 Aligning other key departments with the sales strategy and its implementation
- 9 Developing sales meeting calendars and meeting agendas for best outcomes
- 10 Automating the sales force with best in class information systems that support agile real-time monitoring and evaluation
- 11 Providing talent acquisition services to bridge competency gaps in the sales team
- 12 We can also help you with implementation over a period of 6 to 12 months depending on the requirement

## WHY WORK WITH US

We are a dynamic team with a wealth of knowledge, experience and proven expertise in selling and distribution and sales data analytics. We are the best at what we do because we are passionately driven by a greater cause. Our mission is to uplift the sales profession by building and nurturing respected high-performing sales teams.



**ROUTE-TO-MARKET**

**FLAME Sales Strategists is a leading expert in Route to Market (RTM) strategy, specializing in helping organizations identify, evaluate, select, and negotiate with the best distribution partners in Sri Lanka. With over 30 years of industry experience, we have built a reputation for excellence in the FMCG and Consumer Healthcare sectors, working with top-tier companies across the island.**

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**Our deep understanding of the local market landscape, combined with our extensive network of trusted partners, allows us to offer our clients unparalleled access to the most suitable distributors, ensuring their products reach the right customers with maximum efficiency.**

**We are dedicated to aligning your brand with distribution partners who possess the right capabilities, competencies, and market reach to accelerate growth and drive long-term success. Our strong relationships with local stakeholders provide a competitive edge, ensuring smooth and effective negotiations that result in mutually beneficial partnerships.**

**Whether you're expanding into Sri Lanka for the first time or seeking to optimize your existing distribution network, FLAME Sales Strategists offers the expertise and insights to deliver the best results in the dynamic and evolving FMCG and Consumer Healthcare markets.**



**SALES TEAM TRAINING & COACHING**

Our Sales Team Training Organization is a leading provider of comprehensive and result-driven sales training programs for businesses across various industries.

We understand the importance of a highly skilled and motivated sales team in driving revenue growth and achieving long-term success. That is why we offer tailored training solutions to equip sales professionals with the necessary skills, knowledge, and mindset to maximize their performance, increase customer satisfaction, and boost overall profitability.

## **MISSION**

**Our mission is to empower sales teams to unlock their fullest potential, enabling them to consistently exceed targets, build meaningful relationships with customers, and continuously adapt in an ever-changing business landscape. We aim to provide top-notch training programs that enable sales professionals to excel in their roles, while also fostering a culture of learning and development within organizations.**

# OUR TRAINING MENU

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1

**Sales Techniques and Strategies:** We provide practical and hands-on training in effective sales techniques and strategies. Our programs cover various aspects, including prospecting, lead generation, negotiation, objection handling, closing deals, and building long-term client relationships.

2

**Communication and Presentation Skills:** We recognize that effective communication is crucial for sales success. Our training focuses on improving verbal and non-verbal communication skills, active listening, persuasive pitches, and delivering impactful presentations that captivate clients and drive desired outcomes.

3

**Sales Leadership and Management:** For sales managers and team leaders, we offer specialized training programs to enhance leadership and managerial abilities. Our courses cover topics such as coaching and mentoring, performance management, sales forecasting, team motivation, and creating a positive sales culture.

4

**Customer Relationship Management (CRM) Systems:** We help organizations optimize their CRM systems and train their sales teams on utilizing these powerful tools efficiently. Our training ensures that sales professionals are well-versed in CRM functionalities to manage customer data effectively, streamline processes, enhance productivity, and improve client engagement.

5

**Customized Training Solutions:** We understand that every organization has unique needs and challenges. Therefore, we offer customized training programs tailored to specific industries, organizational size, and objectives. Our team of experienced trainers ensures that the training approach aligns with your business goals and maximizes the effectiveness of learning for your sales team.

## METHODOLOGY:

Our training methodology is highly interactive, practical, and learner-centered. We combine a variety of training techniques, including role plays, case studies, simulations, group discussions, and real-world scenarios. Our engaging sessions are conducted by industry experts with extensive sales experience, who provide real-life examples and actionable insights to enhance learning outcomes.

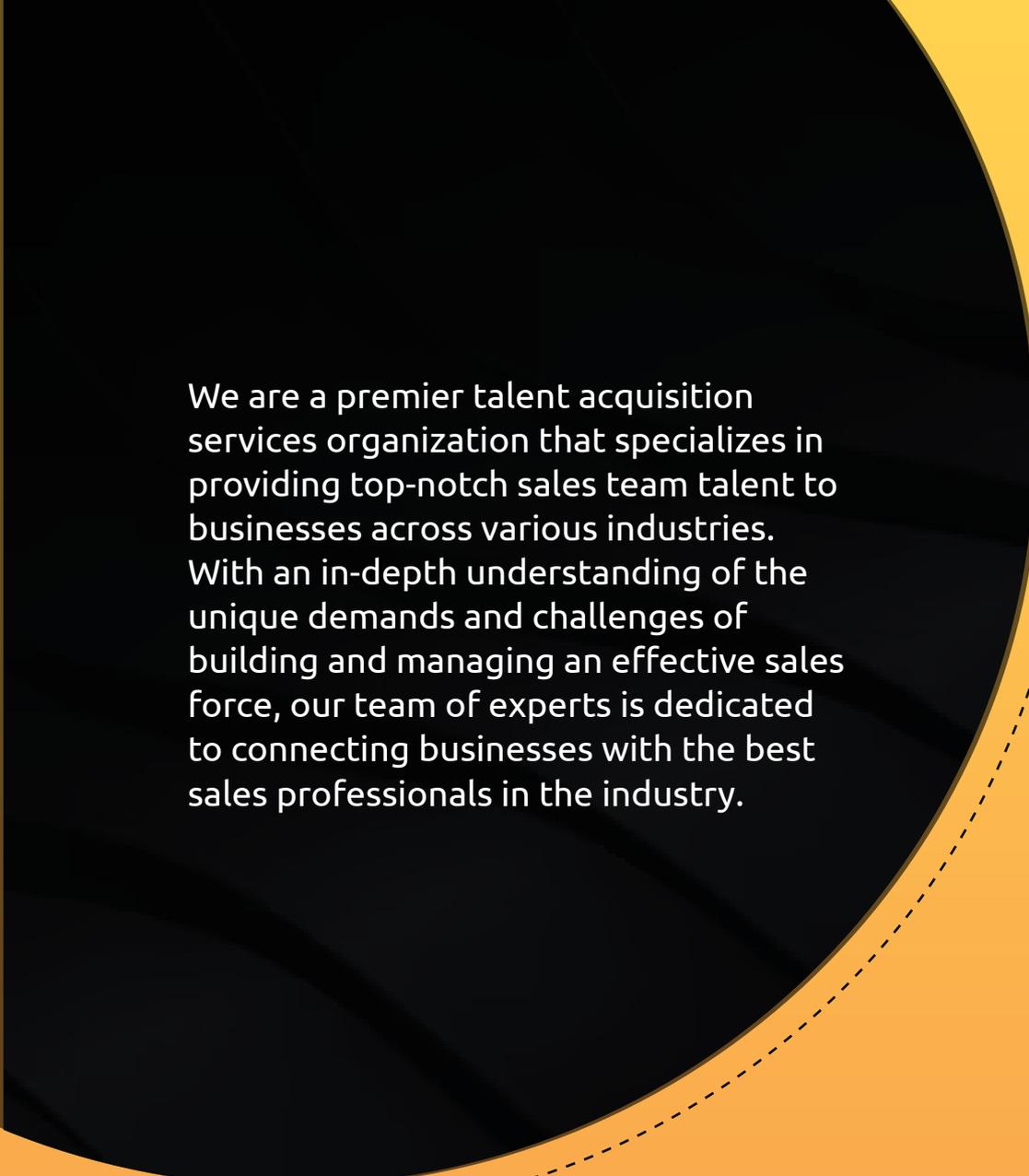
## WHY CHOOSE US?

- **Expertise:** Our trainers are seasoned sales professionals with extensive industry experience. They understand the challenges faced by sales teams and can provide practical solutions to overcome them.
- **Customization:** We strive to understand your organization's unique needs and tailor our training programs accordingly. This ensures that the training directly addresses your sales team's specific challenges and objectives.
- **Results-Oriented:** Our ultimate focus is on delivering tangible results for your business. By investing in our training programs, you can expect improved sales performance, enhanced customer satisfaction, and increased revenues.
- **Ongoing Support:** We believe that learning is a continuous process. We provide post-training support, such as follow-up sessions, coaching, and access to supplementary resources, to ensure that the training outcomes are sustained and integrated into daily operations.

Contact us today to discuss your sales team training requirements and explore how our expertise can help elevate your sales performance to new heights. Together, let's create a highly skilled and motivated sales force that drives your business's success.



**SALES TALENT ACQUISITION SOLUTIONS**



We are a premier talent acquisition services organization that specializes in providing top-notch sales team talent to businesses across various industries. With an in-depth understanding of the unique demands and challenges of building and managing an effective sales force, our team of experts is dedicated to connecting businesses with the best sales professionals in the industry.

## **MISSION**

**Our mission is to serve as a strategic partner for businesses seeking to enhance their sales force by providing them with high-performing and skilled sales team members. We aim to assist our clients in achieving their sales targets and surpassing their competition by sourcing and delivering top-notch sales talent that perfectly aligns with their organization's culture, values, and goals.**

# OUR SERVICES

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1

## Sales Talent Acquisition:

We excel in sourcing and attracting the most talented individuals in the sales industry through an extensive network and a thorough screening process. Our recruiting experts carefully evaluate candidates based on their skills, experience, cultural fit, and potential to thrive in the specific sales environment of our clients.

2

## Candidate Assessment and Profiling:

We understand that finding the right sales talent goes beyond a simple resume review. Our comprehensive candidate assessment techniques and profiling methodologies allow us to provide clients with a deep understanding of each candidate's abilities, motivations, and potential challenges, aiding in informed hiring decisions.

3

## Pre-Employment Screening:

To ensure our clients make informed choices, we conduct thorough pre-employment screenings for all potential sales team members. These screenings encompass background checks, reference verifications, and performance evaluations, providing clients with complete confidence in their hiring decisions.

4

## Customized Talent Search:

Every business has its own unique requirements when it comes to their sales team. We understand the importance of aligning a sales team's skills and expertise with specific business goals and market dynamics. We offer customized talent search services that cater to the specific needs of our clients, ensuring the perfect match for their organization.

5

## Talent Development and Training:

Sales excellence is not just about recruitment; it involves continual coaching, development and training. We offer tailored coaching, development and training programs designed to enhance the skills and capabilities of your sales team, ensuring they are equipped with the latest industry knowledge and techniques to drive sales success.

## WHY **CHOOSE US?**

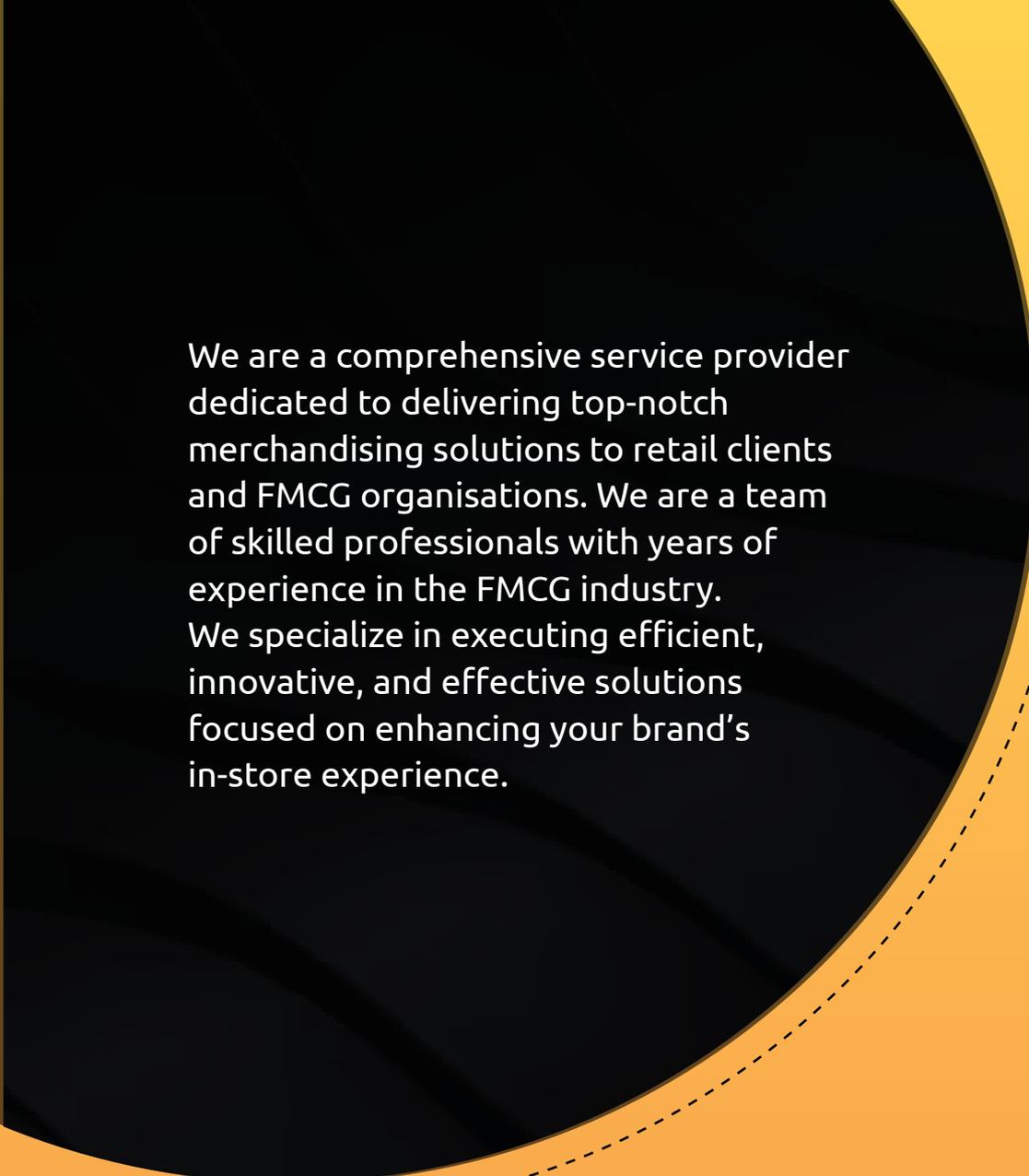
- Extensive experience and understanding of the sales industry
- Robust network and access to top sales professionals
- Thorough candidate assessment and pre-employment screening
- Customized talent search solutions
- Commitment to long-term success through talent coaching, development and training
- Excellent customer service and support throughout the hiring process

Partner with us to unlock the potential of your sales team and drive unprecedented sales growth in your organization.





**RETAIL MERCHANDISING SERVICES**



We are a comprehensive service provider dedicated to delivering top-notch merchandising solutions to retail clients and FMCG organisations. We are a team of skilled professionals with years of experience in the FMCG industry. We specialize in executing efficient, innovative, and effective solutions focused on enhancing your brand's in-store experience.

**We know that delivering a successful in-store retail experience requires a combination of creativity, attention to detail, and excellent organization skills. Our team of experts works with various brands, accommodating their individual needs and unique brand identities to develop customized and innovative merchandising solutions.**

## OUR SERVICES

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1

Inventory analysis and optimization: We help you improve your sales performance by optimizing your inventory and ensuring that your customers have the products they need at the right time and place.

2

Category management: We bring cutting-edge category management solutions to boost sales and profitability.

3

Planogramming: We offer comprehensive planogramming services that ensure your shelves are organized and visually appealing for optimal customer satisfaction.

4

Point of purchase (POP) material installation: Our team of professionals has the experience and expertise to maximize your POP installation projects' potential - large or small, we cover it all.

5

Training: We provide training services that ensure merchandising officers understand and execute brand guidelines and standards consistently.

Our team is committed to providing excellent customer service, timely delivery, and competitive pricing. We pride ourselves on maintaining strong relationships with our clients, delivering customized solutions that meet their specific needs.

Partnering with us is the optimal solution to maximize your retail brand's potential and dominance in the marketplace. With our experience and expertise, we guarantee the best results.

Contact us today to learn more about our services!



**SALES FORCE AUTOMATION**

## OVERVIEW:

Accurate real-time user-friendly Information is key to achieving business goals and staying ahead of competitors. We partner with leading Sales Force Automation (SFA) organizations to develop and implement sales information systems that streamline and enhance the sales process for businesses of all sizes. We offer comprehensive SFA solutions designed to optimize sales team productivity, improve customer relationship management, and boost overall revenue growth while providing key stakeholders across organisational hierarchy with monitoring tools that support agile decision making. With our cutting-edge technology and industry expertise, we help businesses to automate their sales processes and drive success in a competitive marketplace.

## MISSION

**Our mission is to revolutionize sales force automation by providing innovative and user-friendly solutions that centralize critical sales data, streamline business processes, and enhance customer relationships. We are dedicated to helping businesses unlock their full sales potential, enabling them to achieve accelerated growth and increased profitability.**

## OUR PRODUCTS & SERVICES

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1

**Sales Force Automation Software:** Our sophisticated SFA software helps businesses efficiently manage sales pipelines, track performance, identify opportunities and gaps, automate mundane workflow processes, and help forecast sales with accurate data analysis. Our software is customizable and scalable, ensuring it meets the unique needs of each organization.

2

**Mobile Sales Force Automation App:** Designed for on-the-go sales teams, our mobile app equips sales professionals with real-time access to critical sales data, including customer records, sales reports, and opportunity management. The app syncs seamlessly with our SFA software, offering enhanced mobility and flexibility.

3

**CRM opportunity:** The SFA system facilitates Customer Relationship Management (CRM) and account development, allowing businesses to streamline their sales and customer management processes. Our system ensures easy data transfer, increased visibility, and improved collaboration across departments.

4

**Training and Support:** We ensure that our partners provide comprehensive training and ongoing support to facilitate organizations maximize the benefits of our SFA solutions. The dedicated support team is available round the clock to address any queries or technical issues.

## **TARGET MARKET:**

**Our SFA solutions are ideal for small, medium, and large enterprises looking to improve their sales processes, enhance customer engagement, and boost sales team performance.**

## **COMPETITIVE EDGE:**

- **Cutting-edge technology:** We are at the forefront of incorporating the latest developments in SFA, empowering businesses with advanced features and functionalities.
- **Exceptional user experience:** Our SFA software and mobile app are designed with a user-centric approach, ensuring an intuitive interface and ease of use for both sales representatives and managers.
- **Customization and scalability:** We understand that each business is unique, which is why we offer flexible and scalable solutions that can be tailored to fit specific requirements.
- **Proven track record:** We have a successful track record of serving numerous clients across diverse industries, helping them achieve significant improvements in their sales processes, operational efficiency, and revenue growth.

**Contact:**

To learn more about how our Sales Force Automation solutions can benefit your business, please feel free to call us!

# ABOUT US

**We are the team of seasoned professionals spanning over 30 years of experience in the fields of**

- Selling and distribution
- Marketing
- Business analytics
- Business development
- Training & development
- Sales system design and implementation

**In highly competitive sectors including**

- FMCG
- Consumer healthcare
- Pharmaceuticals

**In organizations ranging from startups to large scale local and MNC operations.**



**Nishantha Paranagama**  
Co-founder / Director

Former  
Sales Representative at  
Swadeshi  
Kotmale Dairies  
SmithKline Beecham  
  
Area Sales Manager,  
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Manager & Sales Manager  
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Director Sales at  
Link Natural Products



**Romero Linden**  
Co-founder / Director

Former  
Category Manager and National  
Sales Manager at GSK Pharmaceuticals  
  
National Sales Manager & Marketing Manager  
at GTECH Lanka  
  
Head of Sales & Wellness at  
Hemas Pharmaceuticals  
  
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