

Core Specialty: Helping businesses prosper and grow by fixing sales-related problems.

Problems and Implications:

1. Flat or declining sales revenue or hyper, uncontrolled growth both resulting in devastating effects on the financial health of the business.
2. Low employee engagement and high turnover and attrition resulting in lowered sales productivity and employee recruitment and retention issues.
3. Ineffective and inefficient sales strategies, processes, and tactics resulting in the loss of momentum, time, money, and opportunities, in addition to the agony of relinquishing sales revenue to competitors.

Note: All three have severe financial and emotional costs that permeate throughout the organization.

Probable Outcomes:

1. A substantial increase in scalable and sustainable sales revenue (financial benefit)
2. A greater well-being for the businesses owner, executive, and team (emotional benefit)
3. An increase of value provided to all stakeholders (customers, colleagues, community) and higher valuation for shareholders in income and equity appreciation (common-good benefit).

Three (3) Core Areas of Focus for Revenue Growth

Area 1 - Sales Strategy and Execution

- Focus: Assess the starting point (the present), determine a destination and direction (the desired future), plan the course, and get moving (execute) based on priority and urgency.
- Importance: The business cannot afford to wander and end up in Never Never Land. Get clear, get focused, get direction, and get going in the right direction with a plan and a process. Addressing other issues related to sales revenue growth (business development, sales operations, etc.) is a superficial endeavor if the business is not headed in the right direction and with a map.
- Outcome: The organization is operating from a place of clarity, focus, and direction when a customer-centric strategy is in place and execution efforts are aligned with purpose and priority. An added benefit is that the business will be earning revenue because of its focused actions, not luckily making money despite itself.

Area 2 - Sales Operations, Management, and Training

- Focus: Create a simple system of tools and tactics to produce, guide, support, and monitor sales execution efforts., along with the learning and innovation of best-practices related to business development and sales management.
- Importance: One must embark on a journey of growth properly outfitted with the right knowledge-base and tools to make the trek. Also, all sales professionals, including executives, managers, and individual contributors must be constantly improving their craft and themselves in order to effectively stay ahead of the completion and win.
- Outcome: The sales team is operating with precision, having the structure and certainty of a well-functioning management system. The team is armed with the proper tools, best-practices, metrics, and processes to drive and monitor every aspect of the sales team's efforts to maximize, not waste, time, effort, money, and opportunities.

Area 3 - Culture of Influence and Leadership

- Focus: Assess leadership capacity of both management and team members to identify areas of strength, vulnerability, and opportunity for development. Then we go to work filling in leadership gaps as such are learnable skills and acquirable traits.
- Importance: Leadership development begins with self-development as one must lead themselves before they can lead and influence others, which is at the heart of sales (influence). When you grow sales leadership, you ultimately grow sales revenue. This is possible by increasing the capacity of all to solve problems, thus creating more monetizable value.
- Outcome: The sales-oriented organization is functioning at a higher mental and emotional state with a sense of agreement, unity, trust, and with a service-based attitude and mindset. This sense of alignment and agreement transfers outside the organization to customers and the community of which it serves directly and indirectly.

Note: These may or may not be considered sequential steps as all three (3) areas are critical to success. The manner in which they are addressed is based on the client's need and urgency, and only after the practitioner has triaged the client's situation.