

**MANY COMPANIES STRUGGLE TO SCALE
DUE TO FRAGMENTED AND REACTIVE SALES METHODOLOGIES.**

**TO HAVE CLARITY AND PREDICTABILITY IN REVENUE FROM THE INSIDE OUT,
THE RIGHT SALES STRUCTURE & PROCESSES MUST BE IMPLEMENTED.**

LanceFlare Business Services
www.lanceflare.biz

SALES

KEY FUNDAMENTALS AT A GLANCE

- ▶ THE 4PS OF SALES
- ▶ THE SALES CHANNELS
- ▶ THE RIGHT TOOLS
- ▶ THE RIGHT METRICS

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LANCEFLARE — GO TO MARKET SPECIALISTS

- ▶ What is the long-term strategy?
- ▶ Sales operations review
 - ▶ Are the 4Ps aligned?
 - ▶ Is the current sales process effective?
 - ▶ What is the sales team saying?
 - ▶ What does the management need?
 - ▶ Bottlenecks & barriers
- ▶ Proposition
 - ▶ New, revised sales processes submission
- ▶ Implementation & Follow-up
 - ▶ Agreed timeline for changes
 - ▶ Hand-in-hand implementation
 - ▶ Performance monitoring, fine-tuning

SALES MASTERY



THE 4PS

You need market and customer knowledge, and a bit of long-term vision to assess your 4Ps of Sales and make the necessary adjustments where needed.

Let us help with surveying and asking the difficult questions to your customers.



SALES CHANNELS

Like managing your sales team, your sales channels may feel confused about their responsibilities and objectives, creating conflicts and a waste of resources.

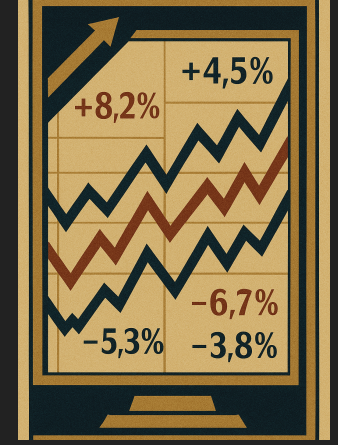
We can help you communicate clearly and empower your channels to be successful.



CRMS OR EXCEL?

It does not matter which sales tools you deploy if it is not capturing the data you need to make the right analysis and decision.

Let's sit down and analyze your reporting to see if it truly shows your sales activity details.



KPI & ANALYTICS

An easy, but bad, tendency is to get too much reporting on your data and not realize it is confusing and not leading to making good decisions.

Let's assess your analytics and see if you can get clarity and predictability in your business.



DON'T BE AFRAID

It is just not that scary.

Despite today's wealth of remote tools and agile work models, establishing operations across the globe can still feel like a high-risk, uncertain investment.

With decades of regional expertise and hands-on experience building businesses across APAC, our team ensures that distance and complexity never stall your growth.

Doing business in Asia is about forging long-term, strategic partnerships—and in today's climate, stable, mutually beneficial relationships aren't just valuable—they're essential.

Get moving today. Contact us today.

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