



ASHER

GLOBAL LEADERS IN SALES STRATEGIES.

Sales Improvement Roadmap

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STEP 1 Aptitude Assessments

Have all existing sales managers and sales people take the Craft Personality Questionnaire (CPQ) to assess their aptitude for their roles (outside sales, inside sales, sales managers, etc.). Once all people have completed the assessments, a summary report will be prepared and an ASHER consultant will call to discuss.

Cost: \$95.00 for an unlimited number of role assessments per person

STEP 2 Sales and Marketing Training for the Executive Team

The entire executive team attends an initial two-day sales and marketing training session based on the “Selling Excellence” training manual so that they are exposed to “best practice” for sales and marketing processes and can guide, encourage and allocate resources for the rest of the steps in the roadmap.

Cost: \$14,000.00 for the two day session for the management team

STEP 3 Sales Training

Train all of your sales managers and sales people (inside and outside)

- a. A two-day customized sales seminar will be delivered to all sales managers and outside sales people.

Cost: \$14,000.00 for a two-day session for up to 21 people

- b. A one-day customized sales seminar for inside sales people will be delivered.

Cost: \$7,000.00

STEP 4 Sales & Marketing Process Audit

In this two-day session with the core executive team, each one of the Top 15 Best Practice Business Development Processes is discussed (these were the processes covered in step two). During the first day, interviews are conducted with all executives, managers and a sampling of salespeople and customer service people. During the second day, a workshop with the executive team is conducted where the existing processes are compared with best practices and action items are devised to close the gap (when appropriate).

The workshop is concluded with a value-driver analysis where the executive team prioritizes the relevant action items, assigns people to champion each action item and develops metrics (leading and lagging key indicators) as appropriate. Over the next year, the executive team implements/updates the needed processes and systems.

Cost: \$14,000.00 for the two-day session for the management team

(Roadmap continued)



STEP 5 Role Playing for Outside Salespeople and Sales Managers

This one-day session reviews the Top-Ten Skills of the Super Salespeople as well as successful and unsuccessful sales and marketing processes. It also includes role-playing the phone call (with prospective clients) and the three-step sales interview (with simulated qualified prospects) processes. This session should be scheduled 4-6 months after the initial training session.

Cost: \$7,000.00 for the one-day session for up to 15 outside salespeople



STEP 6 Strategic Planning

Our two-day off-sites are based on the principles in the two books by Jim Collins, “Built to Last” and “Good to Great.” The output of the off-site includes the company’s BHAG (vision), purpose, hedgehog concept, a few goals for the year and, for each goal: a champion, action plans, timelines for the action plans and leading and lagging key indicators (metrics).

Cost: \$14,000.00 for the two-day session for the management team



Continuing Services

Sales Training Sessions for New Hires – ASHER conducts a one-day sales seminar once per quarter in the Washington, DC area to accommodate new hires from continuing clients.

Cost: \$695.00 per seat

Interview Services – For new candidates for sales positions, ASHER consultants will administer CPQs and conduct 30-minute interviews for each candidate as a means to screen candidates prior to starting the hiring process in the company.

Cost: An annual retainer of \$5,000.00 for 20 screenings

Customized Sales Coaching - Coaching consists typically of one meeting per month, alternating between in person and phone, with phone and email connectivity 7/24/365.

- **Coaching For The Sales Representative**
- **Coaching For The Sales Manager or VP of Sales**
- **Coaching For The C-Level Executive**

Cost: variable depending on need