

## Improving your Sales Organisation

Rowan designs, reviews, refines and builds sales organisations that will improve how your team works and how the sales function interacts with the rest of the business.

- Sales planning & strategy
- Sales organisation design
- Sales process improvement
- Sales audit & review
- Sales force optimisation

We review the sales organisation and management structure to establish:

- whether the sales organisation is the right size and design for the current business activity, the geographic distribution and the type of customer interaction they have
- that there is sufficient management control and that reporting lines are clear and effective
- how performance is managed, including territory, activity and account planning, reviews against metrics and targets, coaching and training, incentives & motivation
- how pre-sales activity is co-ordinated and monitored, especially with regards to cost of sale