

Enhancing the Sales Process

Rowan is expert in the sales process and implements change to improve:

- Call planning, territory planning and management
- Prospecting, opportunity and account planning
- Channel and account management
- Process and monitoring & systems
- Performance management metrics
- Optimised marketing to sales lead management

There is increasing pressure on sales Directors & Managers to increase sales force productivity; yet sales processes are often the restrictor and lead to cumbersome procedures that alienate and de-motivate the sales force, increase admin time and ultimately pull the sales force away from what they should be doing - selling.

Rowan improves sales effectiveness, productivity & cycle times; identifies key sales drivers, trends and issues; provides sales with a single view of the customer and optimises marketing to sales lead management.