

---

## Motivation, People and Culture

Rowan designs & implements schemes that have driven sales teams and individuals to greater performance.

- Sales skills training & assessment
- Sales management and leadership training
- Commercial focus culture development
- Incentive scheme design and optimisation
- Sales tool development

### Improving motivation

Motivation can improve quality, productivity and performance of your sales function. Rowan designs schemes that are aligned to business objectives and drive salespeople to greater performance. By implementing a range of financial and non-financial incentive schemes that are proven to work in a number of industries, Rowan can incentivise and motivate your sales function to perform better.

### People and Culture

We review and change staff skill needs aligned to the company objectives and growth targets. By changing skills and culture through training that is based on real life and not just theory, including field sales accompaniment, 'time to change' is drastically reduced and its impact on company performance is more immediate.

Our experience includes:

- mapping existing sales skills and knowledge against what we believe is right for the client
- examining the levels of commercial awareness, market knowledge, competitor knowledge and other "wider issues" that salespeople have
- assessing how salespeople operate within the organisation and with customers
- making sure the right support materials are in place

