

Sales & Closing

"The most important driver to the success and sustainable growth of any commercial venture is effective sales activity".

Rowan specialise in stimulating sustainable growth by getting to the root cause of sales performance and productivity issues. In this section we focus on just two elements of sales function & close activity - Function & Planning and Sales & Close Success: Sales Function & Planning

Establishing an efficient and effective sales force structure that is aligned to customer needs is one thing, keeping on top of it over time and as your company evolves is another. Without a structure that works, robust plans in place or a sales function that works with the rest of the business, you will not produce the results needed.

- Sales organisation design will not be optimised to get the best out of the sales force
- Sales planning & strategy will be out of sync with the rest of the business, leading to conflict with marketing, fulfilment & customer services
- Sales processes will not marry up to other functions
- Training needs can't be identified or planned in
- Sales Vs Marketing culture grows and leads to the 'blame game' to cover up poor performance

Rowan can design, review, refine and build sales organisations that improve how the sales function works and how the team function interacts with the rest of the business. Sales & Close Success

Most businesses are happy enough if sales are bringing in the deals. However revenue is one thing, profit is another. Without putting the science in to the sales process, it is impossible to assess and improve sales performance.

- Do you know what the average close rate is
- How does that compare with industry average
- What impact does marketing activity have
- Do you feed this back to marketing
- Do you use price discounting to close
- Is it always necessary
- What impact does it have on ROI across the business, including marketing spend
- Do you monitor lead to close timings
- Is this information used for fulfilment forecasting
- Do you benchmark
- Do you work with marketing to further qualify leads before sales go in, to reduce close timings