

⇒ What is the value to your company of being able to identify where your next sale is coming from?

⇒ What is the Return on Investment (ROI) of your sales function?

⇒ Would you like to work with an organisation who answers these questions everyday for its clients?

Win! Consulting is the UK's leading outsourced sales organisation. Selling for companies with fantastic products and services, we are able to deliver and build significantly enhanced sales and sales pipelines. Our application, focus and passion for driving sales enables our clients to face the future with greater confidence.

How **Win!** make it happen

Working with companies with fantastic products and services, Win! Consulting delivers an outsourced sales function through the following phases:

⇒ **ENGAGE** On appointment, Win! rigorously assess and review all aspects of the product and service it will sell.

VALUE PROPOSITION Win! quickly establish the value proposition of the product – creating the core-buying message.

SALES TOOLS Win! work with the client to build professional sales tools to support all aspects of the sales cycle including presentation tools, sales literature comprising of standard letters, emails, messaging and campaign based marketing support. During every interaction with the client's sales pipeline, Win! sales consultants represent only their client.

OPPORTUNITY Win! build an initial sales pipeline of leads and opportunities that are most likely to yield sales. Win! sales consultants are resourceful, investigative and will always seek out opportunities to sell in at the highest level – critical to a client's sales success. In each case the most influential 'buyer' in a prospect will be identified and sold to directly by Win! Whilst building the pipeline, Win! will incorporate opportunities presented through 'referral' sales.

BUYING PROCESS AND SELLING PROCESS Win! works with its clients and prospects to understand the buying cycle of the opportunities – creating lists of 'trigger' (buying) questions, identifying authority levels, invoice processing mechanisms and budgetary constraints. The selling process will be built to reflect this knowledge.

⇒ **CREATE** In parallel to the engagement with a new client, Win! simultaneously build the sales infrastructure for delivery.

Using Customer Relationship Management (CRM) software, Win! is able to build a sales structure that ensures the client enjoys complete transparency and ownership of the opportunities and leads. Significantly, our combination of CRM and sales process allows us to capture and record every interaction with a lead – allowing 'soft' analysis of the sales pipeline through the number of calls to a lead, the number of emails sent, the number of meetings held and the proposals issued.

⇒ **DELIVER** On completion of the sales infrastructure, Win! wants to be out there – selling its client's products and services directly to buyers. As leads and prospects move through the sales cycle, Win! diligently captures all interactions, continuing to refine its knowledge of the market in partnership with the client. Win! ensures that its clients have full access to all sale information, and can value and validate the likelihood of future sales.

⇒ **SUSTAIN** As the sales are completed and sales pipeline grows, the value of a sales function becomes more significant. Win! builds sales pipelines that combine opportunities, financial value, sales stage and timelines. Win! pipelines equip clients with the ability to place a value on the marketplace and to gauge expected yield from that marketplace. This is critical to planning not only the constant evolution of the sales process itself but also to the level and type of resourcing the client wants to, and is able to, deploy.

The **Value** of selling

- ⇒ Win!'s deliverables to our clients are simple: new sales and growing pipelines
- ⇒ Win!'s structured sales process and open reporting help our clients continually develop and understand the critical contributors to successful returns on sales investment.
- ⇒ Clients working with Win! are presenting an outstanding, professional and expert sales function to the marketplace.

OUR MISSION ★

We will provide our clients with exceptional, action orientated sales and business development resources. Companies with great products, services or ideas increase their turnover through Win's great sales and business development ability

⇒ **DELIVERING SALES** Our success is driven by our ability to present our clients' products as solutions, which prospects (leads) want to buy. By applying passionate, diligent and strong communicators as sales consultants, we are able to drive new sales and build convertible sales pipelines. We work closely with our clients to ensure our sales consultants can confidently present their products to prospects and systematically meet their requirements.

⇒ **PRODUCT DIFFERENTIATION** The approach and philosophy delivered by Win! distinguishes our clients' products and services in their respective markets. Rather than focusing exclusively on the benefits and features of a product, we ensure all of our sales consultants understand what drives a prospect's decision-making process.

⇒ **BUSINESS PLANNING** To ensure that all of our clients 'own' their sales pipelines, we build and apply sales management processes, which capture all activities with leads, prospects, opportunities and completed sales. This ensures that our clients enjoy complete transparency and ownership of their sales pipeline. Significantly, it also enables clients to plan investment and growth with greater confidence with expected revenues based on pipeline stage and probability-to-close.

⇒ **SALES MANAGEMENT** A successful sales function significantly reflects the strengths of the sales managers. Research by The Gallup Organisation suggests that 80% of a sales representative's perception of company leaders was influenced by that salesperson's relationship with his or her direct supervisor. Furthermore, Gallup has found that when top sales people leave companies, 70% of the time it is because of a breakdown in their relationship with their manager.

Win! mitigate the risk in several ways: Our clients recognise and value the sales function, and financially reward its success. Our sales managers raise the prestige, profile and power of selling of our sales consultants. Our sales consultants are supported, trained and managed to make maximum impact on our clients' sales successes. Our sales managers are involved in the constant review of performance and direction, both with you as a client and with our team of sales consultants. Every sales consultant has both client and development goals to further their expertise in delivering an outstanding sales function. As a company, we recruit sales consultants to deliver sales, and recruit sales managers to manage.

⇒ **SALES CULTURE** By outsourcing their sales function to Win!, our clients are buying a demonstrably successful sales function, but also importing a sales culture into their company. All of the sales consultants of Win! are recruited, developed, managed and supported to deliver sales. The passion, focus and energy to drive sales are passed onto our clients. Our enthusiasm is for winning with companies that work to communicate with passion, integrity and candour.