



SALES OPTIMIZATION PROGRAM: SALES MANAGEMENT

The Kaiser Companies Sales Optimization Program utilizes seven steps to thoroughly review, analyze and identify all opportunities that can be changed or improved to provide maximum results. The seven steps are part of our Strategy Analysis, Validation and Evaluation (SAVE) methodology to gather information, make recommendations and then implement solutions.

The role of Sales Management is essential to the success of the Sales Optimization Program. Definition of roles, responsibilities and governance provides clear expectations and levels of accountability. Kaiser Companies works with the leadership of an organization to determine best practices and key performance indicators for the sales management team to maximize performance.

The steps involved in the Sales Management phase of the program includes thorough review of all the participants and practices that impact revenue generation with detailed recommendations in the following areas:

- Skill assessments
- Decision-making responsibilities
- Clarity of business development and sales roles
- Key performance indicator (KPI) definitions
- Metrics and performance management
- Resource requirements, sales operations and support
- Leadership training

Sales effectiveness is directly attributed to the role of sales management. The responsibilities of key personnel and sales leadership need to be defined by skill, knowledge, experience and expectations. We provide detailed analysis and profiling of existing personnel with gap assessments to outline the proper framework for building a sustainable, profit-making sales organization.

Empowering leadership to make smart business decisions improves bottom-line results. Training the key personnel on how to understand, evaluate and contribute with essential decision-making skills is a critical component of our Sales Management program. We teach your sales leaders to make smart, timely and effective decisions for the organization. Our customized leadership training builds confident leaders.

Clear definitions of roles and responsibilities enable leaders to effectively manage their teams to achieve their greatest potential. We help organizations define and communicate accountability effectively. Every person in the sales organization will understand their expected levels of contribution, how they will be measured and the anticipated outcomes for success or failure. We will work with your team to put together KPIs to help guide the organization toward achieving the outlined sales goals and objectives.

There should be no confusion within the sales management team of what numbers really mean. From daily production, monthly quotas, yearly goals — every number that impacts revenues will be reviewed for proper benchmarking. We help organizations reduce the risks in “missing” by carefully analyzing all contributing factors. We provide the performance management tools and training used to produce results.

To effectively manage a sales department, resources and support must be available and accessible. Eliminating tasks and activities that take away selling time, along with streamlining sales operations and support enables a sales team to focus on one thing—generating revenue. We will review, assess and implement the right support requirements to maximize time available to produce sales.

For more information about the Kaiser Companies Sales Optimization Program for Sales Management, contact us at 602.792.6100 or email us at partners@kaisercompanies.com.