

Sales Communities:

Rapid, Breakthrough Results In Sales Velocity & Effectiveness

Our Perspective

Most sales people are *energized by the challenge of engaging and meeting the needs of individual customers*. They are independent thinkers not attracted to formulaic approaches to sales. They are attracted to problem-solving and the chance to learn *new* ways of winning and retaining customers. Any successful sales management or development process will tap into these factors.

Objectives

The objectives of our Sales Communities are directly linked to what motivates sales people, wins the loyalty of customers and fuels profitable growth. These objectives include:

- Rapid, real-time communication of new trends in customer expectations & competitor programs
- Collaborative problem-solving to develop new sales strategies
- Product knowledge targeted to meet specific opportunities
- Customer feedback to improve product/service delivery
- Just-in-time peer & expert coaching
- Strong trust among peers and sales leaders
- Fast acculturation of new members of the sales force

Framework

Our Sales Communities are targeted groups of 50 – 200 sales people invited to communicate in a trusting, open environment to build their personal effectiveness and productivity, serve customers better and have a voice in the enterprise's strategy and execution.

They participate at the time and place most convenient to them on a 24/7/365 basis. This is made possible by a software application and professional facilitation.

The members of the community are able to initiate dialogues around emerging market trends, particularly challenging sales situations, product knowledge or other issues of importance to them.

Sales leaders may also initiate dialogues aimed at improving overall sales effectiveness. In addition, leaders may ask the sales force to respond to new products, promotions, advertising, packaging and collateral. All while these are in the idea stage. Insights from the sales force and their buy-in are generated before significant investments are made.



Process

Sales Leaders identify and personally invite selected sales people to participate in the community.

The professional facilitator ensures that the dialogues remain useful and vibrant and that the most effective process tools are used. These tools include:

- Dialogues
- Surveys & polling
- Brain-storming
- Concept/prototype previewing
- Links to product information & training resources

Facilitators also administer pre-work, action-learning assignments and reinforcement to complement your existing training and sales conferences.

Our senior consultants provide regular analysis and strategic advice to ensure taking maximum advantage of market trends and the power of the sales force.

Results From Our Approach

Our Sales Communities generate results such as the following:

- Breakthrough sales strategies
- Faster results from new sales people
- Increased sales velocity, customer acquisition & loyalty
- Investment 50 – 75% under traditional methods of leading a sales force
- Zero incremental time out of the field
- Increased retention & loyalty of sales people
- Rapid market penetration of new products & services fostered by sales force confidence.

NOTE: Communispace is a partner provider of Flanagan, LLC.