

SALES AUDIT

“On average, firms invest 10% of revenue in the sales function of winning and keeping customers” (Heide 1999)

- ➕ **Are you achieving an effective Return on Investment (ROI)?**
- ➕ **How effective are your resources deployed?**
- ➕ **Are you selling to your potential?**

And how would you know? One relative measure would be performance against target, however is the target “soft” this year, or unobtainable due to uncontrollable events? A second alternative is to rely on judgment, instinct and experience. But can you simply rely on cues of whether the sales team look busy, hungry or organised? A third alternative is to conduct an objective external assessment.

INTRODUCTION

The Sales Positive Sales Audit provides your organisation with a comprehensive review of your selling capability and function and provides pragmatic, prioritised recommendations to generate profitable growth.

The Sales Audit employs a structured methodology to rapidly assess sales effectiveness, sales culture and sales performance. A combination of data and financial analysis, interviews and research combine to assess the organisation against key success factors for high performance sales environments and provide specific recommendations for profitable growth.

The Sales Positive Sales Audit delivers powerful results. Developing sales organisations have reported increases in

sales within 12 months of 20-60%, whilst mature high performance teams can rely on identifying those few key opportunities to achieve or retain leadership and growth.

WHAT TO EXPECT

The Sales Positive Sales Audit includes the following:

- ➊ **An executive summary**
- ➋ **A diagnostic summary**
- ➌ **Recommendations**
- ➍ **Financial analysis**

The recommendations will include “Quick Wins” that may be implemented with little or no cost within a period of 6 weeks. There will also be “Mid Term” recommendations that may require some time or investment to implement. There may be “Breakthrough” initiatives that will include a shift in business model that requires strategic consideration.

The recommendations are specific so that an organisation will have sufficient information and direction to undertake the implementation. Alternatively Sales Positive may be engaged to assist with the implementation and benefits realisation.

A sample Sales Audit is available on request.



“The very first Sales Positive recommendation has already paid for the sales audit cost many times over. Our Executive Team have readily accepted, and are implementing, many of the key recommendations”

**Simon McCord,
Shop-A-Docket**

“Implementing the Sales Positive Sales Audit recommendations has helped Scotwork Australia achieve spectacular results”

**Simon Letchford,
Scotwork Australia**

THE SALES AUDIT PROCESS

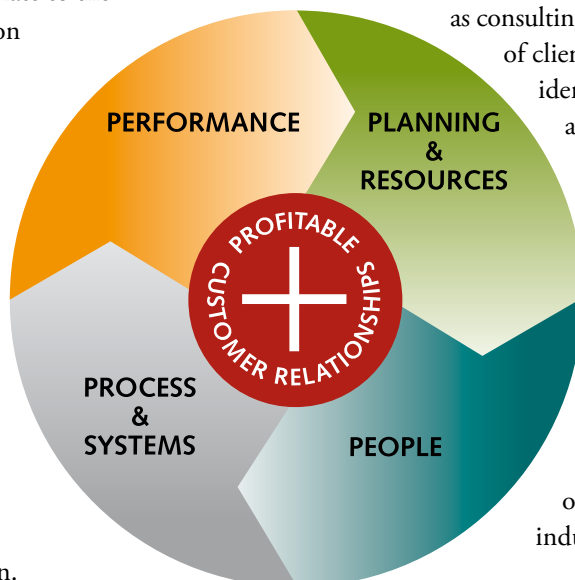
Key financial and corporate data is shared through this process so a non-disclosure agreement is executed before starting. For businesses of up to \$10M turnover the process typically takes two weeks. For larger businesses an estimate will be provided.

The Sponsor will inform staff that the Sales Audit will take place. Interviews will be scheduled with the sponsor as well as representatives from sales, customer service, operations, finance and any other nominees. A series of standard reports will be requested including relevant business plans, sales reports and specific key performance data will be gathered.

Whilst the process is structured, consistent and repeatable, outcomes will be unique by client as they relate to the specific organisation and industry.

THE ANALYSIS

The Sales Positive Sales Audit will review a variety of sales and P&L financial information to determine the existing ROI from the selling function. In addition a variety of non-financial metrics will be reviewed and will help form the foundation of recommendations.



THE DIAGNOSTIC FRAMEWORK

Your organisation will receive feedback on current capability relating to specific areas that will impact on Sales Performance.

Broadly they relate to 4 key areas:

- 1 Planning & Resources
- 2 People
- 3 Process & Systems
- 4 Performance

Within each area a range of 36 specific aspects will be reviewed to determine potential opportunities for improvement. The framework has been uniquely developed by Sales Positive and is based upon the collective experience of leading successful sales teams in a variety of industries as well as consulting experience with dozens of clients. The framework has identified the enduring architecture of a sales environment and the common characteristics of high performance selling environments. The framework can be applied to the sales capability and function for any selling organisation, from any industry, geography or size.

YOUR NEXT STEPS

A no-obligation introductory meeting will clarify any remaining questions, as well as provide a range of testimonials or references. Call today on +61 2 8004 3442.

“The Top 2 priorities for Sales Leaders is to increase revenues and increase sales effectiveness”

CSO Insights

“The Sales Positive Sales Audit has paid for itself many times over in just six months which represents a great return on investment”

Don Pitt, QBM

ABOUT SALES POSITIVE



Sales Positive is a specialist consulting firm founded by John Huggart in 2007 with the simple and clear mission – to help companies profit from sales and achieve growth. The Sales Positive belief is that the cost of winning and keeping customers is an investment that needs to be measured and managed.