

Sales Management Services

Level 5 – Strategic Sales Management

What Is It?

The EBS Strategic Sales Management programme is focused on addressing the needs of the Sales Director, or any individuals at board level, responsible for providing an organisation with medium to long term strategic sales development.

The approach is informal and non intrusive and will allow those involved to develop the essential skills required to step back and take a more strategic look at their business and what is required to deliver the best plans for that business.

The programme can be anything from one-off sessions to a longer term activity. Those involved will acquire the essential skills that will not only provide a long-term sales platform for the business but also develop their man-management skills which underpin the sales team's 'buying in' to the long-term development of the business.

What are the advantages to my organisation?

- Access to qualified and experienced sales management professionals, typically with 20+ years of experience.
- Developing robust sales/business plans that add real value to the organisation.
- A corporate sales structure that clearly understands the direction of the business and how to achieve those medium to long-term goals.
- Executive coaching sessions at times to suit you.
- A service specifically designed to help the corporate structure of a small to medium size businesses to develop its sales activities and skills to take the business to the next level.

What Is Included?

The EBS Strategic Sales Management programme provides an invaluable service to those operating at the board level of a business. The programme is very specific to the organisation and covers.

- **Initial one-to-one meeting** – this is an informal discussion to gain an understanding of the organisation and its specific needs. An assessment of exactly what is required would be made and, as a result, a detailed proposal submitted for discussion and approval.
- **Sales and business planning** – assistance in developing those skills required to put together robust, challenging but achievable 1 and 5 year sales/business plans to take the business to the next level.
- **Sales team development** – developing skills that will ensure that all involved with the sales process buy into the medium and long term development of the business in accordance with the sale/business plans. Those involved with this programme will have a real appreciation of the 'buying in' process, from rudimentary coaching skills, motivating skills through to incentive programmes for the sales teams and all involved in delivering the top line.

What Does It Cost?

The fees for the EBS Strategic Sales Management programme will vary according to the extent of the work involved. An initial meeting would take place free-of-charge after which an accurate assessment of the time required will be made, a firm quotation will follow.

EBS will always make sure to offer a best value for money proposition and will agree fee rates in advance and hold them for a specified period. Alternatively, where there is an agreed scope for a complete project, a fixed fee can be agreed in advance to cover all relevant activities and expenses.

The EBS Strategic Sales Management programme is generally delivered on a day rate basis, currently charged at **£1,000/day + VAT**.

About EBS Sales Management Services

EBS Sales Management is a specialist area of service from EBS Management Resources, a multi-disciplinary provider of business support services to companies with 15 - 100 employees. Service portfolios are provided for the key functions of Human Resources, Occupational Health, Marketing, Sales and General Management. EBS clients cover a wide range of industries and include Dayla, Bucks Net Services, Nottingham Forest Football Club and Red Door Communications.

The complete set of sales management services includes:

- Level 1 - Sales Team Performance Audit
- Level 2 - Sales Management (including sales and management process definition)
- Level 3 - Sales Team Training including Customer Service
- Level 4 - Sales Management Coaching and Sales Executive Coaching
- Level 5 - Strategic Sales Management working at Board Level
- Level 6 - Interim Sales