



"If you pit a good performer against a bad system, the system will win almost every time. We spend too much of our time fixing people who are not broken, and not enough time fixing organization systems that are broken. All too often management relies on individual or team heroics to overcome fundamentally flawed processes."

- Geary Rummler, [Improving Performance](#)

"Work on those processes which will help you create and keep customers. Then, by focusing on key business processes, one is already implicitly hearing the voice of the customer."

- Theodore Levitt, [Marketing Imagination](#)

How Do We Raise the Bar?

How Do We Improve Sales Performance?

How Do We Establish a Framework for Sales Excellence?

PREMISE

These are questions every sales executive asks at one time or another. Indeed, raising the bar is not easy, and yet it must be done if we are to compete in today's ever changing marketplace.

In selling, process is key. Superior selling organizations clearly define and document their sales process to ensure everyone understands the most promising paths to success, and then execute against them. They are systems-centered in the way they execute their go-to-market strategies and plans. They train their salespeople to be process thinkers.

Yet, we estimate that 90% of selling organizations today have not documented their sales process.

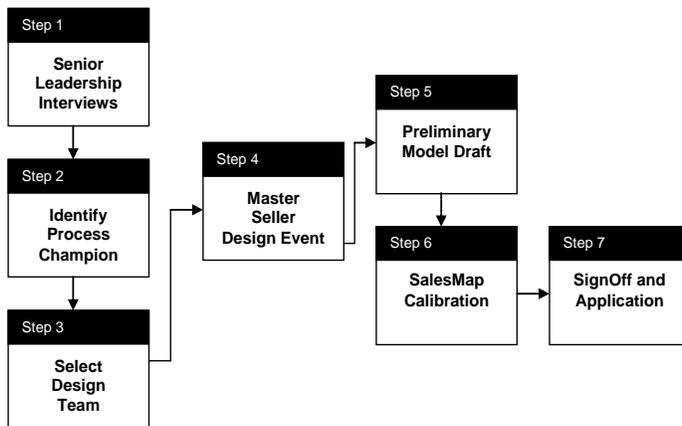
Most have not stepped back to assess how they want to sell, or examined in-depth how the customer buys.

It's a shame.

WHAT IS SalesMapsm?

THE SALESMAPsm DESIGN PROCESS is a highly interactive and engaging set of activities to help your sales team define their best go-to-market practices, and then document them as your organization's framework for selling excellence.

Key Process Steps



WHAT ORGANIZATIONS ARE SAYING

“Mapping the sales process was an awesome experience. It challenged us to think critically, to understand our best practices, and to motivate ourselves on how to move to the next level.”

PROGRAM OVERVIEW

SalesMapsm is a highly interactive process, designed to maximize the involvement of your master sellers and support team. In this exciting process, participants engage in a variety of carefully designed activities. They:

- **ACQUIRE** key concepts about the SalesMapsm process by facilitator led discussion and presentation.
- **CHALLENGE** your existing selling practices by working in teams, defining the key activities, tasks, and observable outcomes of each key step.
- **PARTICIPATE** in large and small group discussions to share experiences of what works well and strategize on the tools and resources needed to succeed.
- **APPLY** the process by using the map as the focus for assessing every sales cycle, and determine where improvements can be made.

TARGET POPULATION

Any organization who wants to significantly improve their selling behaviors and establish a framework of sales excellence.

BENEFITS OF SALESMAPsm

- Provides a road map of “Best Practices” to enable each salesperson and sales team to WIN.
- Establishes a common language for selling.
- Guides new people by communicating expectations on how your organization sells and satisfies customer requirements.
- Helps managers coach a salesperson and track performance at each step of the process.

- Provides focus for hiring by allowing an interviewer to identify behaviors a candidate possesses that aligns with your selling process.
- Helps managers and salespeople identify training requirements by studying where in the process they are strong and where there is opportunity for improvement as the key to success.
- Provides a framework for customizing your unique SFA (Sales Force Automation) solution.
- Establishes a foundation to continually improve all processes that deliver results to customers.

