

# A Guide to Sales Process Engineering



## How to cut budgetary waste and maximise return on investment

### Summary

Sales Process Engineering is the first planning system that offers directors the transparency, metrics and full integration of their sales and marketing processes and systems to optimise performance and ROI (Return on Investment).

The sales process is engineered to match precisely a new, verified model of customer buying behaviour for the product/ service category. All activity - from market and account planning, through to closing the sale and customer retention - is aligned to meet customer needs for communication and service, with consistent progression of each sale to a successful close.

### Key benefits

- Fully aligns sales and marketing activities based on a new model of buyer behaviour and understanding of how to influence it
- Cut budgetary waste: provides you with a transparent, measurable sales and marketing process
- Diagnose and resolve specific sales or marketing problems: whether in branding, lead generation, conversion rates or ROI issues
- Evaluate and measure precisely the sales and marketing tools and media required to meet your customers' needs for communication and service
- Accelerate definition of customer's problem and solution delivery, to reduce operational costs and improve productivity for you and the customer alike.

### Service Overview

Sales Process Engineering is a planning system comprising a research and training process to enable you to optimise sales and marketing. The 3-key stages are:-

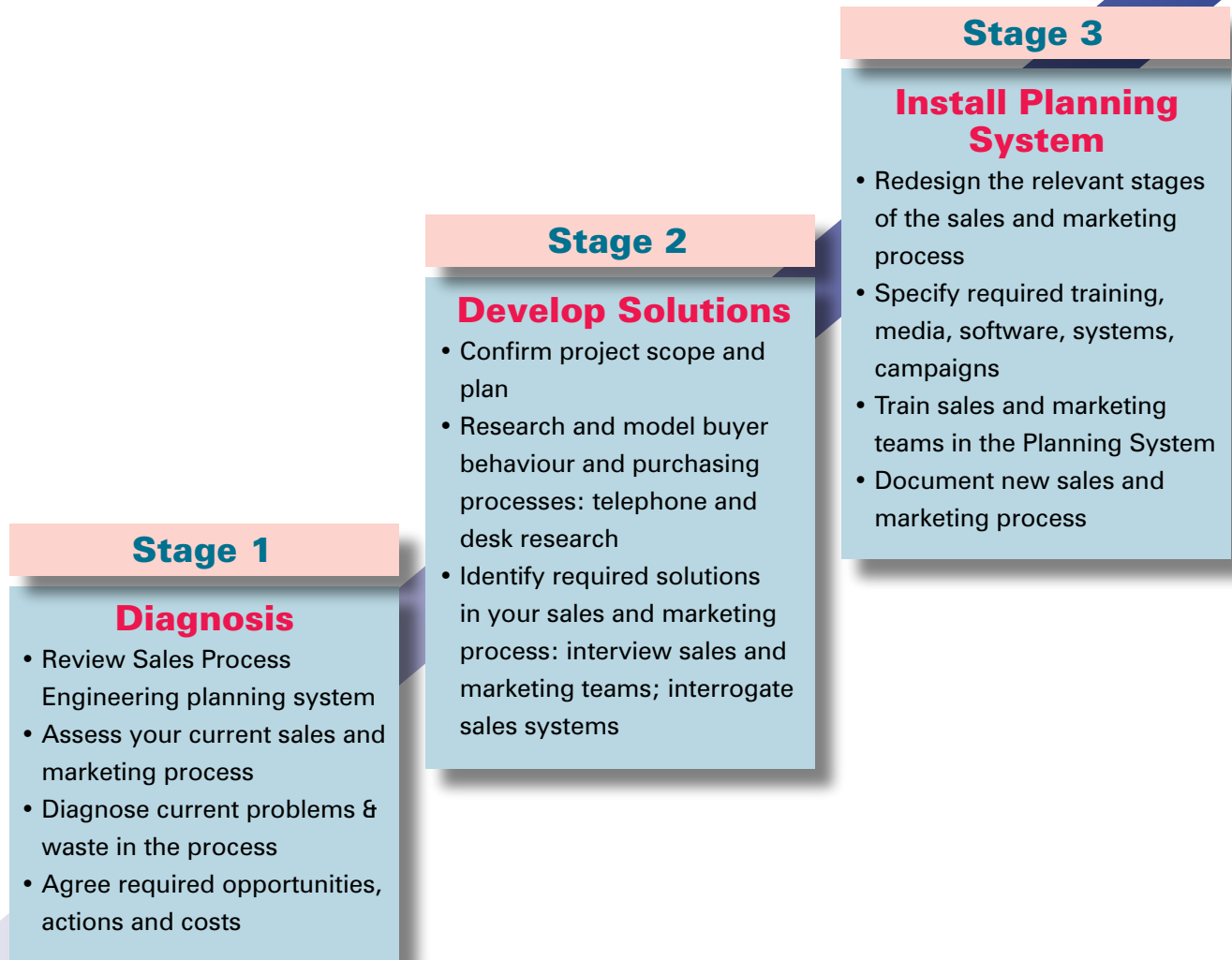
1. Diagnosis: assessment of the current sales and marketing process
2. Develop Solutions: research and modelling of buyer behaviour and matching sales process solutions
3. Installation: redesign and training in the key stages of the sales and marketing process.

It is compatible with any CRM software and systems.

### Successful deployments

Sales Process Engineering has been deployed in medium and large-scale organisations and has provided significant benefits for sales and marketing performance. Case studies on request.

# Planning System: Implementation Process



## Sales Process Engineering: Alignment, Metrics



**SALES PROCESS  
ENGINEERING**



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