

SALES TRANSFORMATION DECISION GUIDE

How the Right Partnerships Can Pay Big Dividends





The decision to take on any new sales performance improvement initiative requires due diligence. As a sales leader, you need to find the right piece of the puzzle to produce lasting results.

Creating true change within your sales team takes more than a set of spreadsheets and a simple day of training. Quick solutions never bring long-term results. If you implement a hasty training session, you'll short-change yourself and struggle to achieve the long-term impact that true sales transformation can bring.

LAY THE GROUNDWORK FOR SUCCESS

Use this guide to help you determine the right path for your sales organization.

Inside you'll learn:

- How to Get Started
- The Benefits of an Outside Perspective
- How to Pick a Trusted Partner

Taking on any change management initiative can be logistically overwhelming. Who needs to be involved? When can we line up schedules? What will we do to ensure success?

Whether it's improving sales messaging, talent management or sales execution strategies, you can start mapping your plan for success with some simple action items. First, define the outcomes you're looking for. Then, consider the kind of execution strategy you need to achieve these outcomes.

DETERMINE YOUR GOALS

Where do you want to see the most improvement? Is it in margins? Deal size? Overall revenue per seller? Start with your end game in mind. To determine where you need to focus, work backwards from what's most important.

DETERMINE YOUR BANDWIDTH

Once you've decided on how aggressive your goals should be, take a look at your bandwidth. Do you have the staff available to execute a new initiative AND continue to manage your sales team in reaching their quarterly goals? If you don't, what areas will need the most support from possible outside resources?



DETERMINE OPTIMUM ALIGNMENT

Alignment across an organization is key to the success of any true sales transformation program. The more people you involve from the start, the greater your chances of achieving the alignment that's necessary for true sales transformation. Who do you need to align behind your new initiative? What additional departments do you need to bring into your discussions? (e.g., product teams, marketing, etc...) Who will champion your efforts internally?

WHERE SHOULD YOU START?

When it comes to adopting a sales initiative and reinforcing an effective strategy, top management is the driving force. Sales leadership has a key role in making the sales transformation a priority. Without executives to champion your initiatives, sales reps will have no incentive to execute new methodologies, and your results will probably fall flat.

COMMUNICATE THE PRIORITY

As a sales leader, communicate your priorities by focusing on these two benchmarks:



MAKE IT COMPELLING

Paint an impactful story that helps your sales team visualize the reasons for change. If sellers understand why the changes are important, they're more likely to support your efforts.



BE A ROLE MODEL

As a leader, be a role model for the desired change. Mobilize influencer's and champions by giving them the tools and reinforcement they need to drive change deep into the organization.

Sales organizations have the greatest success at true sales transformation when they are led by top-level executives who embrace and model success within their sales organizations. Driving change throughout the organization is more than just coaching and reinforcing your front-line managers. Encourage and leverage your sales managers to take the necessary steps to lead efforts within their level of the organization. But remember, only executive leaders can give strategic reinforcement the appropriate weight it will need to drive bottom-line results.

“I believe we needed someone to drive us to be our best selves and to set up a framework for how to do it. We didn’t want to spend cycles defining the framework. Why not use a best-in-class player to teach that to us? What we’ve paid is a fraction of the waste we would’ve had. There is no question in my mind—we’ve received unbelievable ROI.”

- Rob Cosinuke Chief Marketing Officer



OUTSIDE EXPERTS: WHAT’S THE BENEFIT?

Best-in-class sales organizations develop and implement sales programs that drive results. Research by the [Aberdeen Group](#) shows that top performing sales organizations are more likely to employ external expertise, while under-performing companies are more likely to try and leverage internal resources.

As a sales manager, you may be too close to the problem to see what really needs to improve. Outside experts have the benefit of impartiality and can help to uncover problems without an agenda. This discovery can be a key component to building the alignment necessary to create solutions.

Outside experts have the benefit of experience. They’ve worked with some of the best and brightest companies in the world and have seen patterns of success. The right partner can help you determine and drive the results you need to achieve true sales transformation. They need to succeed. Their business reputation depends on your success.

WHAT SHOULD YOU LOOK FOR IN A PARTNER?

A true sales transformation partner will help you build on your best practices, determine opportunities that will create the greatest impact and help you drive adoption and alignment throughout your organization. When you consider working with an outside company, remember that you’re looking for a true business partner. You don’t want a partner who comes in to “rip and replace.” You know your company best. Keep what’s working, change what isn’t.

CONSIDER THESE QUESTIONS WHEN YOU'RE LOOKING FOR THE RIGHT PARTNER:

- How will this partner ensure continued success of its methodology?
- How does this partner differentiate themselves from its competitors?
- What is the value this partner provides over other potential partners?
- Does this partner's past work demonstrate future success?
- What tangible evidence can this partner provide of its success?

WHY FORCE MANAGEMENT?



CUSTOMIZED SOLUTIONS

Our customized solutions are built by you, for you. We help our customers participate in their own rescue by building on current best practices and targeting areas of needed improvement. Our clients take ownership during the development and the rollout of their sales transformation process, ensuring that their unique solutions are consumable and adaptable to their entire organization.



ALIGNMENT ARCHITECTS

Our methodology brings cross-functional leaders together from the start, creating buy-in and alignment across your organization. The up-front work by this team creates a vested interest, powerful results and ongoing consistency from your sales transformation efforts.



COMMITMENT TO CUSTOMER SUCCESS

Adoption is not an event that takes place after training. It is a mind set that influences the design, development, delivery and reinforcement of any true sales transformation initiative. Reinforcement and measurement is built into our methodology. This ensures that our clients are not left with a one-time training, but rather a comprehensive program that provides the tools and outlook necessary to enable an entire sales team.

MEASURABLE RESULTS

*CREATE THE BOTTOM-LINE IMPACT THAT DRIVES
LASTING CHANGE. LET'S GET STARTED.*

Are your revenue goals worth a 30-minute conversation?

[CONTACT US NOW](#)

