SALES & MARKETING IMPROVEMENT PROCES (S.M.I.P.)

Where do you stand today with your Sales Force? Is every sales conversation going as it should? Is the marketing message being communicated properly? Here is a short self-assessment, which will give you a picture of your current position. An objective picture, when you of course, fill in the scores spontaneously and sincerely for the various questions.

Link to self-assessment test: Survey S.M.I.P.

The S.M.I.P. concept consists of the following 6 phases.
You may watch the video via this link: Concept S.M.I.P.(currently only in Dutch)

Do you think there is room for improvement after completing the test?
Then we would like to introduce you to our Sales & Marketing Improvement Process.
This process has already yielded clear benefits for several companies.
It consists of a number of steps in which your customers are also involved.

Phase 1 : the Intake. We have an interview with all levels within the Sales and Marketing Team (and with the HR Manager about the training history). It is crucial for us to get a good picture of the company, the employees and the customers.

Phase 2 : We are present during visits to customers and prospects and observe the quality of the visit live. We note the points of attention (+ and -) of the salespeople and give them feedback.

Phase 3 : We conduct sales discussions (role plays) with a number of your customers on neutral location (e.g. a business centre). This phase is highly appreciated by the salespeople because they immediately receive objective feedback from their customers. This gives us extra information to get a good picture of the qualities and points of attention within the Sales Team.

Phase 4 : The qualitative and quantitative analysis of phases 1,2,3 are fed back to the Management Board and the correct conclusions are drawn from this. From this moment onwards the improvement is translated into SMART objectives. These are the basis for drawing up the Development Plan. This plan is aimed at achieving the desired behaviours and results.

Phase 5 : Without proper follow-up, people often fall back into their old habits. Hence the importance of planning various follow-up moments. This can be done in several ways: a 1-2-1 online or at the office, field coaching and/or field training of the sales person, coaching of the coaches, very specific training sessions, ... and this always in consultation with the management.

Phase 6 : After the implementation of the plan, we can carry out a new measurement in agreement with the Management. This measurement will reflect the improvement in an objective manner.

We present the results again to the Management Board. Now we can clearly indicate which improvements have taken place in terms of desired behavioural changes.

The entire project can also be rolled out digitally.
The concept thus consists of 6 different phases. From Phase 1 to Phase 4, we work together. From Phase 5 onwards, you are free to roll out the plan yourself with your own people or to do so with us.

TARGET GROUP

Managers who wish to improve the skills of their sales & marketing team

DURATION

Depending on the modules retained and the size of the sales force

NUMBER OF PARTICIPANTS

Adapted to the size of the sales force

PLACE

At your choice
- in company
- off site
- online
- as well as field coaching

GUIDELINE PRICE

Offer available after intake interview

CONTACT

Wondering where your own sales team stand then contact us without obligation via e-mail:

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