

Increasing Your Sales Revenues

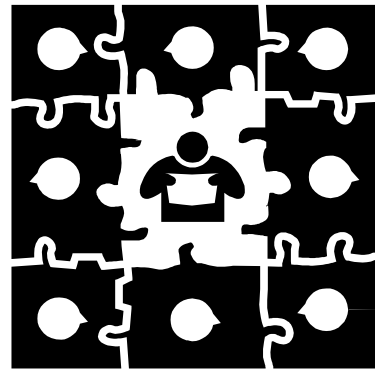


The components that make it all work together

SOCA is dedicated to working with its customers in maximising sales productivity and increasing revenues through sales. We work exclusively in the Information Technology, Telecommunications and Internet markets. Our consultants bring expertise and experience to the sharp end of selling. Our principle aim is to help our customers to maximise the value of their sales propositions. All of our consultants have in excess of twenty years practical knowledge in their relevant areas of expertise.

As sales practitioners we recognise that a major difference between sales staff who regularly make target and those who struggle is how well their employers equip them. Our tailored training and coaching programmes provide both generic and specific skill development. We also ensure that our customers are able to attract and retain the best sales people by providing comprehensive market data and advice on tailoring sales compensation plans.

We believe that the best-equipped sales people are highly trained as well as being highly motivated to beat their competitors. Equipping and motivating sales staff is about making sure that both the Front and Back Office operations of your business work as one to promote the right sales culture across your organisation. Our approach and programmes are specifically aimed at supporting organisations to meet their revenue goals as well as retain key people, year on year.



Front Office Support

Executing the Business Strategy

Selling Technology Successfully

In technology sales, everyone talks about making value propositions and selling solutions, but in truth many salespeople still rely on tactical selling of product/service features, while heavily competing on price. Higher value sales, larger margins and longer lasting customer relationships are prizes to be gained by moving up the value chain and positioning sales propositions that prove their value to the customer. We work with you to educate, train and reinforce the principles of good selling with your sales force to ensure they are not just order takers but efficient corporate salespeople, who sell solutions not just products.

Sales Coaching

Even the most experienced sales people, who seldom miss quota club, can continue to improve. As in athletics, where gold medal winners set new personal bests and break world records, so it is in

sales. Being the best and staying ahead of the pack needs dedication, application and continual access to expertise that you can count on to improve your performance. Experienced sales teams do not need more sales training, they need personal coaching. Our wealth of practical experience ensures we provide a unique sales coaching consultancy designed to bring out the best in your sales staff and ensure they deliver against their targets.

Effective Presentation Skills

Have you ever sat through a presentation and wished you were somewhere else? In the age of the Internet, email and tele-conferencing it is easy to overlook how powerful and important a traditional presentation remains. The Corporate Sales presentation sets the mark for your organisation. It identifies the positioning, the strengths and the benefits that your customers will gain. Putting your presentation together and ensuring your message is clearly and accurately conveyed is key. We believe that nearly everyone can learn how to give confident, convincing and compelling presentations, when trained well.

SOCA Management Consultants Ltd

"increasing your sales revenues"

Back Office Support

Setting the Corporate Direction and Culture

Corporate Medical

In today's competitive high-tech industries, organisations can fail to achieve their targets on a monthly or even quarterly basis. Just how long should you leave it before an apparent "blip" requires investigation to determine whether it is disguising a downturn and that treatment or even surgery are required? Even when a company's decline seems inexorable we have proved that such ill health can be remedied effectively. As with every worthwhile treatment our approach starts by listening to the relevant functions within an organisation, to ensure that we identify the symptoms and causes, before recommending effective remedies.

Sales Compensation Planning

A well-structured commission plan not only motivates a sales force but also ensures that their effort is directed into achieving the organisation's strategic and tactical objectives. Creating a scheme that balances all aspects of an organisation's needs requires careful planning. This may include diverse revenue streams, constantly changing markets, hunting and farming. Our wealth of practical experience in designing and implementing compensation plans coupled with unique access to market data ensures we design the most cost effective schemes for your organisation.

Employee Attitude Survey

How well do you understand what motivates and what de-motivates your staff? Our Employee Attitude Surveys are specifically designed to bring out your employees' real feelings and enable them to maximise the value of processes and working conditions in your organisation. We believe that your staff are probably your largest asset, it pays to know what they are thinking, to empower them and to fully exploit their expertise within your business. How well do they actually work together? What do they think could be done to improve the way they work and how motivated are they feeling, to meet their targets?

Whatever your need, we believe our expertise in sales management coupled with our extensive experience in training and coaching will ensure that our programmes effectively support your business goals.

Please contact us for further information on our consultancy services:

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