

MAXIMIZE YOUR SALES TEAM'S PERFORMANCE & ACCELERATE DEAL VELOCITY

Seeing bottlenecks in your Sales organization?

Our expert assessments and insights will identify any disconnects between Sales and Marketing that are slowing down your company. Our Sales experts will develop clear goals and proven processes to alleviate these bottlenecks and open up your pipeline.

TURN TO ROSERYAN WHEN YOU NEED:

Goal Setting

A siloed Sales organization is an ineffective one. Align Sales goals with your company's strategic goals, build in accountability and achieve results.

- Assess the current purpose and process behind the Sales team's goals
- Develop KPIs that have a direct impact on business performance and process for tracking
- Ensure investments in Sales and Marketing are consistent and aligned

Sales & Marketing Alignment

Efficiencies are gained and the Sales pipeline opens up when Sales and Marketing are on the same page.

- Assess and optimize Marketing and Sales organizational structures and processes
- Acquire a consistent view of target customers, brand messaging and company goals
- Assess and optimize process flow and use cases between the two organizations

Organizational Optimization

Is your Sales function built for success? Our consultants can quickly assess your Sales organization and whether it is set up to be as efficient as possible. Improvement can happen, quickly, when best practices—tailored to your operations—are introduced.

- Analyze and assess current organizational and account management structure
- Develop recommendations for organizational improvements, putting the right people in the right place
- Identify key metrics to measure success



Process Improvements

Inefficiencies not only slow down an organization—they prevent progress and results, strain morale and lead to lost sales.

- Assess workflows and the Sales cycle, and uncover efficiencies
- Create clear priorities and accountability
- Introduce processes and systems that have transformed companies like yours
- Ensure the function is organized for success

Sales Effectiveness

Take a deep dive into the Sales team's ability to meet their goals and objectives, and where improvements are needed the most.

- Identify and measure the effectiveness of the Sales team: people and processes
- Implement best practices for addressing problem areas in business development, nurturing and closing leads
- Measure understanding and implementation of best practices

ABOUT ROSERYAN

Award-winning RoseRyan is a ZRG company offering on demand leadership, advisory and consulting services in the Finance & Accounting, and Marketing disciplines out of Silicon Valley. Since 1993, our deeply experienced and innovative consulting professionals have unlocked the potential of more than 1,500 companies through outsourced, customized, and full-stack solutions.

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