



## **Sales Central's Consulting Services**

Our work is in improving clients' revenues, margins, market penetration and sales-force effectiveness.

We are available to assist you with specific areas such as below, or an entire audit of your organisation's branding, positioning and effectiveness.

**Sales Effectiveness Audits** - do you really know how effective the sales-side of your supply chain is? Do you really know the facts behind your salespeoples' forecasts? Would the suspects and prospects on the forecasts agree with 'their' likelihood-to-close rankings?

**Key Account Management** - multiple decision-making forces are usually at work in key account environments. Do your field representatives really 'own' your Key Accounts or are they caretaking until the opposition takes over?

**Your Corporate Message** - do your Customer Value Propositions effectively align with the expectations of your target market?

**New Products and/or Services** - whilst it's important to talk strategies, tactics and processes, are you accurately assessing your return in relation to the value you offer?

**A functional and effective Sales Culture** - are you operating a sales business or does your company have a sales-prevention culture?

**Maximising Internet ROI** - the web has become all-pervasive and can build relationships and add real value to your brand and your balance sheet. Are you capitalising on the opportunities, or are you in danger of becoming 'roadkill' on the information super-speedway?

**Confidential enquiries to Grant Hyman on 0407-219-541.**

**[www.salescentral.com.au](http://www.salescentral.com.au)**