

## Sales Enabling

Enabling your sales team and your channel sales teams to sell your product by focusing on how the product benefits are communicated and the sales team skills enhanced.

### What we do

Having a fully effective sales team requires strong links between product groups, Marketing, and Sales.

Expertek are able to bridge the gap between Sales, Marketing and Product groups. We will help to maximise the effectiveness of your sales teams by arming them with the tools to understand your product positioning, target the right markets and communicate benefits to your customers.

### How we do it

#### Strategic Sales Program

In association with Solutions for Sales (SfS), Expertek delivers the Strategic Sales Program. The objective of the Strategic Sales Program is simple – to increase sales of your products and solutions by providing the information and skills your salespeople need to be fully effective. It boosts sales by giving all your salespeople “insider” information

A full Strategic Sales Program comprises 10 components. The core component is the **Sales Guide** which encapsulates the key information needed by a salesperson to effectively sell your product or solution. For more information on this outstanding program see the QuickStart SfS documents in the Expertek online [Library](#).

#### Go to Market Strategies

Developing easy to understand strategies for getting products and services into the market will give immediate positive impact to the effectiveness of the sales teams and their ability to engage with customers. Key messaging, competitive positioning and tactical initiatives.

#### Sales Planning Workshops

Intensive sessions with sales teams will help them to focus on the right customers, identify the appropriate account strategies and arm them with the tools to close sales. They can also identify and begin to fill gaps in the organisations capability.

#### Integrating Marketing and Sales

Is the Marketing group providing what the sales teams need? Do the sales teams understand and support the marketing strategies? Is the pricing based on value or cost?

Understanding both the sales and marketing processes is key to how we can add value to your business. By helping you identify and solve any problems that may reduce the effectiveness of your Sales and Marketing functions, we can help you maximise revenue and margins.



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