



Performance Benchmarking

Sales Skills & Activity Auditing

We carry out the analysis of operational sales performance, using a **consistent set of benchmarks** that will allow you to assess your sales team's capabilities against industry best practice. We combine this with in-depth **sales skills auditing**, and provide recommendations for practical improvements either through sales training, or the implementation of sales processes to be used by management and the sales team.

This service comprises an analysis of your team's current ability and activity levels against suitable benchmarks, and individual skills auditing, using a 360° feedback process, one-to-one interviews with our consultants, and field skills assessment.

- Independently assess your team's capabilities against 'best practice' benchmarks such as:

- ❖ Sales activity levels
- ❖ New business creation hit rates
- ❖ Pipeline development & depth
- ❖ Leads conversion rates
- ❖ Reactive vs. Proactive activities
- ❖ Time & Task management



- Comprehensive 360° Feedback process:
 - Interviews/questionnaire with managers, customers and peers
- Sales Skills auditing with one-to-one consultations, self-assessment and field assessments
- Skills & Performance Audit report produced for each individual

The results of the Performance Benchmarking and Sales Skills Auditing process can be used constructively to pinpoint skills development needs, and areas for improvement in levels and types of selling activities. This approach means your training budget can be targeted where it is most needed, management time is directed most efficiently, and selling effectiveness can be accelerated more quickly.

Call us on **01428 641001** or find out more at **www.redlineassociates.co.uk**

Redline Associates Ltd.

Fowey House, 8 Woodlands Lane,
Haslemere, Surrey, GU27 1JU

Tel: 01428 641001

Mobile: 07917 773604

Email: info@redlineassociates.co.uk

Web: www.redlineassociates.co.uk