

SALES ALIGNMENT PROGRAMME

“Improved Sales Performance - Guaranteed!”

Sales Alignment is very simple – It is generating value to your customers in such a way that they buy from you, continue to buy from you, and tell others to buy from you.

How do we guarantee Improved Sales Performance?

The barrier most people experience with selling rarely comes from a lack of belief in the value of the product or solution they are providing, but from their perception that they need to control the sales process.

Our proven Servant Salesmanship methodology, where the sales role becomes one of serving our clients, moves the perceived control of the sales process away from the “sales person” and onto the “customer”, resulting in Sales Alignment and improved sales performance.



What happens during Sales Alignment Programmes?

Sales Alignment Programmes create performance focussed sales professionals through the effective process of **Thinking, Understanding and Applying.**

Simple, proven tools and techniques are provided, ensuring that your sales team aligns your organisation’s value system with your customers.

Getting orders then follows automatically!

How much does it cost and how long does it take?

Successful Sales Alignment Programmes typically take between six and twelve months, costing the equivalent of an additional senior sales person on your team.



For more information, contact us on solutions@bsi-team.org

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