

## Program Details

- ◇ VOC, capture the voice of your customers in interviews
- ◇ Sales Effectiveness and Improvement team skills analysis
- ◇ Sales Skills Training - live virtual training to close sales skills gaps
- ◇ Three months sales leader coaching one-on-one with Mark Allen Roberts
- ◇ Strategic plan review with suggestions to drive profitable growth

**Do you have a customer-centric strategy in place to confidently achieve your 2024 goals?**



**Does your team want to ensure you hit your 2024 revenue and profit goals?**

**Please schedule a call with Mark today!**

**Timing:** 90 days

With over **38 years of experience** driving profitable growth, **Mark Allen Roberts** wants to help your team jump-start revenues.

**Let's connect on LinkedIn!**

[www.linkedin.com/in/markaroberts](https://www.linkedin.com/in/markaroberts)



## What does the 90-day Sales Acceleration/Strategic Plan Acceleration include?

## I. OUTLINE:

## 1. Current Customer Experience and Satisfaction Evaluation

- a. NPS® - measurement of loyalty
- b. Overall Satisfaction - measurement of happiness?
- c. Who are your brand advocates and who is at risk?
- d. Why do customers buy from you?
- e. Why don't they buy from you?
- f. What value do they receive from working with you?
- g. What are client expectations vs. their experiences? Are there gaps?
- h. Share of wallet?
- i. How do they buy? What is most important in the buying/decision making process?

## 2. Sales Assessment

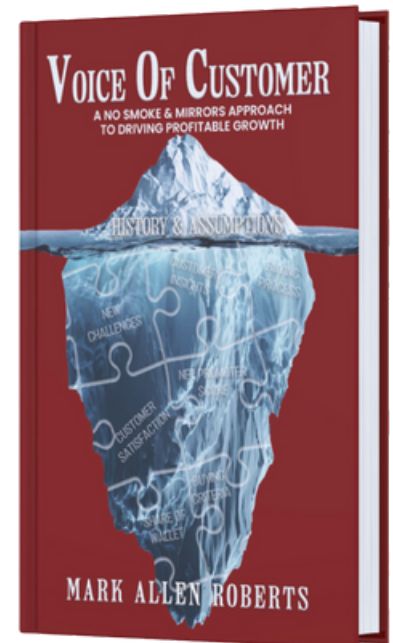
- How effective is sales your sales team? How much more effective can they be?
- Is your current value proposition resonating in the market today?
- What are the biggest sales skill gaps?
- Is your sales team an expense you're not getting a return on?
- Are your sales mangers/ Branch managers coaching?

### 3. Cultural Assessment

- Is leadership aligned with team members?
- Are team members aligned with leadership?
- Are team members aligned with customer expectations?
- Are key team members committed and engaged?
- Who are you at risk of losing?
- What suggestions does your team have for improving operations?

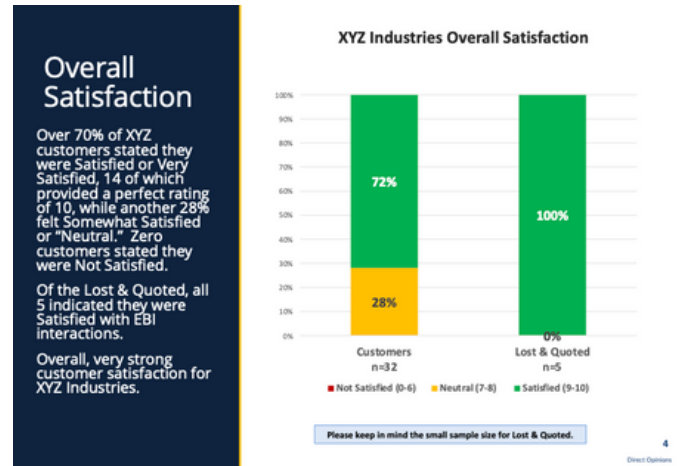
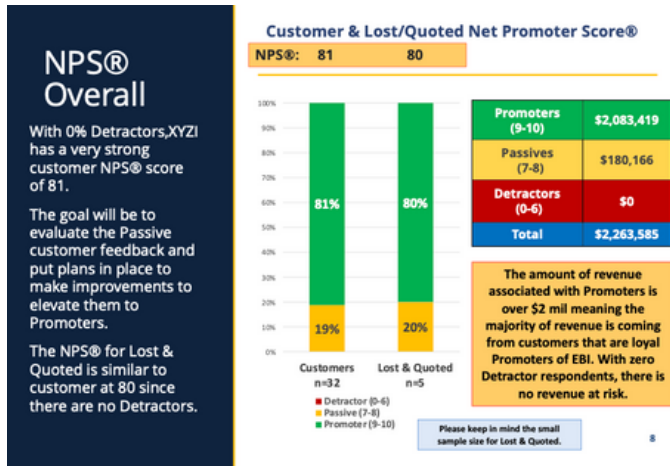
### Driving Explosive Growth Program Details:

- a. Voice of Customer Research
- b. Sales Effectiveness and Improvement Analysis
- c. Sales Skills Training and Coaching to Improve Sales Results
- d. Leadership Team Alignment Assessment
- e. Team Engagement Survey
- f. Investment: Based on the Number of salespeople, leaders, customers and Associates



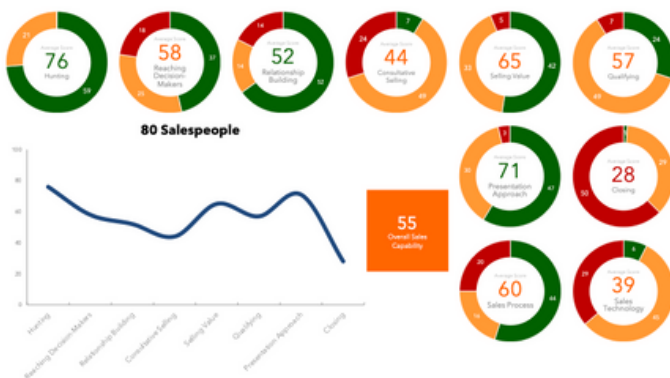
## NPS®

## Overall Satisfaction



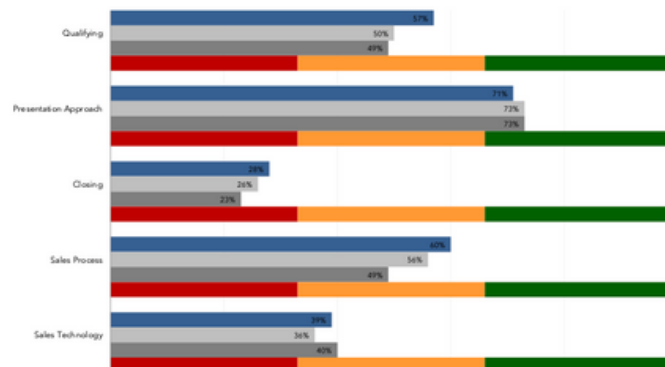
## Sales Team Effectiveness and Skills Analysis

## Sales Manager Skills and Effectiveness Analysis



## Sales Team Skills Ranking

Your team, compared to your competitors, compared to others in sales roles



What could your team do with actionable insights?