

Revenue Enhancement

At Fulcrum Consulting (FCI) our base line to revenue enhancement is leveraging sales and non-sales resources to arm and enable the sales team to achieve:

- Revenue Growth with Higher Margins
- Improving the Win/loss ratio
- Justifying Higher Prices
- Improving Lead Generation
- Shortening the Sales Cycle

Sounds great but how do we achieve these lofty goals? Unfortunately there are no quick fixes and a 5, 6, or 8 step sales training course will not make a difference. Truth is there are many roads we can take and it all depends on our starting point. At FCI there is no one package, no single approach, we tailor the revenue enhancement process and offer several areas for improvement starting with simple messaging through sales skills development and on to organizational improvement. Our starting point may surprise you!

Before we go head first into the sales skills training we need to build on the basics one logical step at a time.

- Customer Involvement
- Yes, we should start here. Is anyone talking to your customers? The installed base is the most underutilized source for gaining insight into your product. The value proposition, ROI, strengths, and weaknesses of your product including competitive data are all with the customer base.
 - Define “Who are WE”?
 - Establish “Value Propositions”
 - Multi-level value statements from user to CIO with supporting ROI
 - Build the corporate “Mantra”
 - Create a 3 or 4 point marketing message for the entire company to rally around. It should consider your market position and counter your competitor’s strengths. It should make the point in no more than four slides.
- Competitive Analysis
 - Identify competitive strengths and your own weakness to develop sales scenarios where you can set some traps.
 - Establish the “I believe” factor
 - Presentation improvement. No, not the posture and phonetic training but the content focused presentation. One with passion, dialogue, and meaning. Your field sales team must “believe” in the product/solution.

* Run the marketing team, select R&D personnel, and select sales and technical reps through a review of the sales skills training program in order for them to properly connect the content to the sales training program.

- Sales Skills Development
- After securing the content in the above steps we can now customize our selected sales skills training package for the sales reps and pre-sales architects. The sales training will not be only about process but will have real world meaning.

Additional areas to affect Revenue Enhancement

- Organizational Improvement
- Break down the silos between R&D, Marketing, Sales, Support, and the Customer and make everyone in your organization responsible for selling. All too often each silo is marching to its own goals.
 - Motivation
 - Comp Plans that motivate and map to corporate goals
 - Recognition techniques that last
 - Kick-off meetings that are inspiring
- Sales Tools
 - “Virtual Sales” technology
 - ROI calculator
 - Sales Process Methodologies

We can set a plan to go from A through Z or pick and choose the areas that need immediate attention. The bottom line is that we create currency from your ideas, because we have been where you are. You need experts that think like you do, while bringing new ideas and synergy to your sales model.

