

Approach

Fulcrum Consulting (FCI) is all about leveraging resources for the sole purpose of increasing revenue and margin. Leveraging the OpenView channel is an obvious offering as defined in the Channel Enablement tab. However, our approach is more broadly based as we take the HP Software awareness and add Revenue Enhancement and Organizational Improvement modules that are targeted to improve overall sales performance inside and outside of the HP connection.

Joe was fortunate to have his sales teeth cut at Xerox back in the 70's. Back then Xerox was the hallmark sales and marketing company in the world. They took individuals from a variety of backgrounds and turned them into sales professionals. Fortunately for him, Xerox was the benchmark from which he measured all other organizations. From that point forward, he learned first hand what worked and what didn't work in the seven other companies that he had the privilege of being a contributor.

The lessons learned were that most companies were so wrapped up in day to day activities that sales training was an event, not a program. He also noticed that the interdependencies between the various groups were happenstance, not organized.

How many sales skills programs have you been through that had its focus on the sales process? The entire program is on "What to do" and not "How to do". The consulting firm had a single focus on the sales organization and not the other departments that are in support of sales. The reason for the process focus is simple; the programs are designed and developed by academics not experienced sales people. The knowledge base is classroom based.

Proposing that a sales rep should call "high" and establish "value" rings hollow, unless the sales skills training includes meaningful content.

So which organization is responsible for delivering the content? Marketing.
And where can marketing obtain this content? From the customer.

Sales training begins with the marketing department. Unless they understand the requirements to fill in the content void there can not be any meaningful and retainable sales skills improvements with the sales force.

At FCI, we believe that sustainable effective sales improvement can only come from engaging all aspects of the organization that are responsible for sales. Our training programs integrate R&D, Marketing, Sales, and the Customer. Yes, the customer.

You need sales improvement consultants that think like you do and have real sales experiences like you do. We build from your ideas and knowledge and integrate the rest of the organization to build on those ideas. FCI can help you to increase revenue and improve margins because we will leverage your resources and get the entire organization behind the sales team.