



Revenue Planning for Aggressive Companies

Sales Re-Discovery Program

Remember.....

Every morning in Africa, a Gazelle wakes up. It knows it must run faster than the fastest Lion, or it will be killed.....Every morning a Lion wakes up. It knows it must outrun the slowest Gazelle, or it will starve to death.....So, it doesn't matter whether you are a Lion or a Gazelle...when the sun comes up, you'd better be running.

(Author unknown)

GEA's Sales Re-Discovery Program (SRP)... an on-site, hard-hitting program for senior executive sales & marketing teams... takes a new look at the team's approach to today's markets...*The SRP is not for the weak of heart... GEA* "turns over all the rocks" of your present sales program and guides your team to discover new ways of doing things. We think "*outside the box*" working quickly with your team to get them winning new sales and customers. The **SRP** includes:

1. **The On-Site Review**... what's going to change?
2. **Action Assignments**... who's the go-to person for each change?
3. **Accountability/Tracking**....are the changes "happening"making sure sales are improving?

A. Sample Topics:

Your Current Distribution... Dealers, Reps, Distributors. (Remember, you get rich when they get rich!!!):

- Who are they, are they a real business, with you for the long haul, the key players, who's got their "feet on the street", what's the pecking order, the 80/20 rule, training, lead follow up, using reps to get your money's worth

Your Inside Sales Team:

- Who's doing what, what's not getting done, where can you save money and time, the golden rule...**cash is king!!!**

Your Direct Sales Team:

How are they organized, territories, quotas, goals, performance, can they do more, do better, tools needed, at lower SG&A cost, T&E coupled with Territory Management.

Working With The Media:

- "Getting ink", media reps, you need them and they need you, your message, do the technical editors know who you are, market pull/market push, which books.

Using The Internet:

- Is your web page more than just a billboard, what's the message, are you using e-commerce, selling off your web page, why/why not, reseller compensation-protecting the resellers, CLP and the Internet.

Trade Shows:

- Why go, which ones should you go to, what's your message at the show, making product presentations at the shows, show planning, maximize your exposure, and your ROI.....shows are expensive (both in \$\$\$ and people)!!! FOLLOW UP!!!!!!

B. Action Assignments:

- Assigning specific people to make sure specific tasks get done IAW specific schedules!

C. Accountability and Tracking:

- Results! Weekly, monthly reporting on improvements...what more can be done.

Assessment Workshops: Follow up/follow through is key to the success of the new plans. These are the follow up workshops that make sure the changes are being made. **GEA** offers one-day **Assessment Workshops** that can be scheduled at regular intervals to support your team as they make, monitor, measure and manage the changes.

On-Site Review Requirements

- Mutual NDA to be completed by both parties prior to the review
- A dedicated conference room with white board and/or easel. Laptops permitted, all cell phones turned off. Calls answered only during scheduled breaks.
- Complete list of attendees to be submitted to **GEA & Associates** prior to the review
- **GEA** supplies tutorial material and worksheets

Program Cost, Benefits and Expenses

One day on-site review program:	\$ 1,200 paid in advance
Additional consulting, if required:	On-Site: \$ 500/half day, \$ 950 full day Telephone: ½ hour/day up to three calls/week, no charge
Travel: Travel expenses at actual cost:	Coach Class Airfare, Holiday Inn, Courtyard class hotels, Mileage at the current IRS rate Rental car-Intermediate size