



# Strategic Road Map™

A powerful sales cycle management tool

*"If you don't know where you are going, it does not make any difference which road you take."*

## Challenges

- Sales force is not closing sales fast enough
- No identified best practices
- Too long to ramp up new salespeople
- Inconsistent approach to the market
- Don't know how to effectively manage their sales cycle
- Lack understanding of how to sell in a complex sales environment
- Not selling at the right level

## Our Solution: Strategic Road Map™

The Strategic Road Map is a powerful management tool that succinctly communicates

- How to close more sales faster
- How to effectively and efficiently track and target key sales goals of your sales cycle

These objectives are customized to your organization and industry allowing the salesperson to have set targets for each sales call. Additionally, they standardize the evaluation process for sales management to see and report on the performance of each salesperson.

## Our Expertise

We have helped many companies in many industries design unique and innovative processes for optimizing their sales cycle.

## Results you can expect

- Know how to sell in complex sales environment
- Know what level to sell at
- Shorten your sales cycle
- Communicate with all players involved in sale
- Identify a clear-cut objective for each sales call
- Obtain your objective for each sales call
- Identify best practices in the sales cycle
- Effectively manage your sales cycle
- Close more sales faster
- Ramp up new salespeople faster
- Deploy a consistent approach to the market
- Know where you are in the sales cycle
- Keep actively moving towards the close