



Let the experts at indigo leaf refine your sales process with their proven 7 stage plan, and watch your revenue grow

Have you evaluated your sales process since GDPR? In preparation for Brexit? In tune with your business plan? In line with new products & services?

IS NOW THE TIME?

- Enhance the quality of leads
- Increase opportunity numbers
- Improve the conversion rates
- Build a highly effective sales team
- Increase sales revenue
- Design a process that delivers



indigo leaf is a boutique sales consultancy that provides a wide range of services to help support small & medium sized enterprises. The 7-stage sales process programme is a collection of these services, blended together to help provide immediate success and on-going support.

Call or email to understand more about how indigo leaf's hands on approach to consulting can be used to improve your sales performance.

Quote IL50, to receive a 50% reduction on stage one, 'Sales Health-Check'

"We thoroughly recommend indigo leaf to anyone looking to increase their business opportunities "

"We are now being consistently supplied with new sales leads."



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indigo leaf 7 Stage Sales Process Refinement Programme

1

Sales Health Check

High level assessment of the sales process, personnel, structure and its delivery, conducted on site with interviews and workshops. Indigo leaf SALT test performed (see docIL04)

2

Detailed Sales Audit

Full assessment of the department to achieve a detailed understanding. 1-2-1 meetings with staff, research calls with clients and prospects, a thorough audit of historical data.

3

Direct Sales Activity

The indigo leaf team provide direct sales activity for the client, mapping their existing process. This establishes a first-hand appreciation of the process.

4

Reforming Programme

Facilitated workshops between the indigo leaf team and the client are held to identify change opportunities to the sales process, the collateral gained from the previous stages is key.

5

Change Trials

The indigo leaf team test the new process to confirm the improvements and refine as necessary, delivering evidence of success prior to the roll out internally.

6

Process Roll Out

The process is rolled out across the internal staff, and this can include interim management, recruitment, training, coaching and mentoring. Closely managing the launch to assure success is achieved.

7

On-going Support

Periodic reviews and resource to provide ongoing refinement and sustain success. This can include interim sales directorship, campaign management, additional resource or coaching.