



# 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.*