

The Health-Check is the first stage of the Sales Process refinement programme, or in isolation, a service that helps companies to build a strong understanding of their sales force's strengths & weaknesses. A platform from which they can drive change and monitor the impact.



Central to the Health-check is the Indigo leaf 'Salt Test', an assessment of the sales process and team in line with a set of defined competencies, in 4 key areas. The Salt Test is undertaken whilst the indigo leaf team are on-site. Interviews, data sharing, and work-shops are also conducted to provide a thorough overview. On completion of the Health-Check, a report is submitted, and an on-site presentation delivered.

## Useful for:

### Quick Wins

An independent assessment of your department can identify quick and easy amendments which can be applied to deliver results.

Improvement opportunities are often overlooked internally, as focus is on the day to day.

indigo leaf has daily interaction with business best practise, this enables us to spot these opportunities early in the engagement.

### Identify Concerns

The 'Salt Test', and its use of competencies to analyse the business and its sales processes will highlight concerns and illustrate in comparison to other companies where potential improvement areas could be.

Introducing common metrics and performance indicators allows for easy comparison of where strengths and weaknesses lie.

### Review Resources

By looking across all the resources, both human and otherwise, the Health-Check can provide a high-level review of their successful application and investment return.

The independent position of indigo leaf allows for the assessment of resource without the temptation for bias that can often build within the internal structure.

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 refinement programme is a collection of these services blended together to help provide immediate success and on-going support.

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