

The 'Detailed Sales Audit' follows the Health-Check, should it be necessary to conduct a more thorough assessment. If the Salt Test reflects a strong structure & process, then this stage may be omitted. In isolation, this stage can be used to establish a deep and thorough understanding of the sales department.



The audit will involve a thorough interrogation of all aspects of the sales structure and process. It will investigate several recent wins and losses, and key staff will be engaged in 1-2-1 meets, accompanying them in direct sales engagements. Direct surveying of prospects and clients will be made to establish the value proposition and what constitutes success and failure *{This is a highly valuable sales tool that has been known to win business in itself}*. With a wide array of tools and services to use, each audit will be a bespoke design, tailored to meet the specific needs of the client.

Useful For:

Department Restructure

In preparation for a departmental restructure, a detailed audit can provide all the necessary collateral and evidence necessary to make those changes with confidence.

Qualify what or who is working, and secure a seamless transition between the structures

Establish test points to demonstrate success in the transition

Senior Level Engagement

A new or upcoming senior appointment, such as a Sales Director or MD, may benefit from having a study of the department conducted, to accelerate their personal value in the short to medium term,

Following the departure of a senior executive, an audit can prepare for the next appointment and help in the interim period.

Compliance M&A

Industry specific and general compliance has become an onerous aspect of every business department, an audit can help establish compliance. We can equally aid in preparing for a merger or acquisition

The indigo leaf team are experienced at preparing departments for compliance auditing and preparing for a merger or acquisition.

