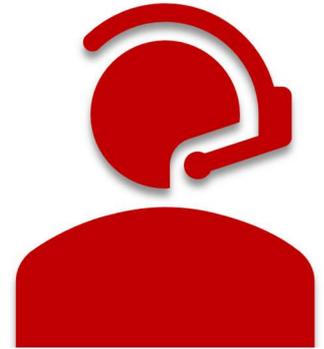


# 3

## Direct Sales Activity

Document: IL07

The 3<sup>rd</sup> stage is where indigo leaf (Apac Reach) have made their name, taking a thorough understanding of the client's sales proposition and directly applying it. This stage is an integral part of the refinement programme, establishing a first-hand appreciation of the current process



The indigo leaf team provide an outsourced sales service. In part or in full, this can include the inbound, outbound and telephone-based resource. We map the current process by looking at previous successes and apply it to either an existing geography and sector, or to a fresh market. The skill and experience of the indigo leaf team allows them to start identifying potential refinements to the process.

### Useful For:

#### Product Launches

As a product or service approaches a launch, the additional resource that indigo leaf can provide can help accelerate its success. This can include exhibition and event support, appointment setting, and taking the product out directly to market with face to face meetings and demonstrations. This is provided as an integrated part of the team, or in isolation to reduce the distraction.

#### Geographic Expansion

The geographic breadth of the indigo leaf team allow us to provide our services away from the established areas of our clients, and allows them to identify opportunity in new regions without the distraction or cost of starting a satellite office. We provide the direct sales skills and deliver with evidence the necessary process and resource to sustain ongoing success. The core service offering of Apac Reach.

#### Sales as a Service

Businesses identify with the value of XaaS, (Anything as a Service), and the indigo leaf skill set allows this to now extend to sales itself. Businesses that are strongly focused on technology or engineering, do not always relish the requirement to manage the sales resource necessary to take their product and service to market, so they outsource to indigo leaf, and we deliver as a service.

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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