Our Mission:
Performance Increase In Customer And Market Management

GN Consulting supplies a toolbox of successful sales techniques, systematic processes, and management tools to sales managers and sales organizations which work in the B2B business with longer sales cycles, and face competition.

GN Consulting’s goal is far beyond supplying know-how only. We apply these techniques to your day-to-day business; this “Sales Mentoring” is the key service for achieving your sales goals. It is available long-term, on-demand, and is individualized for every sales person, sales project, and sales scenario.

Our goal is to increase your market success, your revenue, and your profit.
Marktbearbeitung nach SVS Methode

Executive Briefing
- Review for upper management
- Content agreement
- Definition of sales goals

Seminar
- Sales techniques, processes, and management tools

Management Review
- Status report
- Goals reached
- Review gaps

Sales Mentoring
Individualized, on demand, long-term
Implementation and fine tuning of successful sales techniques, systematic processes, and management tools

Individual Sales Mentoring Sessions
- sales person 1
- sales person 2
- sales person 3
- sales person x

6 months
GN Consulting Targets At Your Benefits

Company
- Measurable increase in revenue and sales margin
- Significant improvements in customer and market management performance
- Lasting implementation by sales mentoring

Customers
- Increase in revenue from existing customers
- Winning new customers without sacrificing price
- Improvements in relationships with key customers

Markets
- Extension of your market position in competitive markets
- Extension of your market share and number of new customers
- Increase in efficiency and effectiveness of your market management

Sales Management
- Increase in efficiency and effectiveness of sales teams
- Precision forecasting
- Improvement in monitoring and preventive actions
The Sales Process

Marketing Cycle

Attract Prospects
Make Contacts
Gather Leads
Collect Referrals

Sales Cycle

Barrel of Prospects

Work On Prospects:
- Relationship Mgmt.
- Business Analysis
- Ext. Value Concept
- Fight Competition

Get An Order

Repeat Business

Follow-Up, Stay in Contact

Get Presentation

Qualify Leads
Marketing Strategies

Most Effective Strategies

Direct Contact and Follow-Up

Outreach

Outreach Visibility

Visibility Credibility

Visibility

Visibility

Networking and Referral Building

Public Speaking

Visibility Credibility

Visibility Credibility

Writing and Publicity

Promotional Events

Visibility

Visibility

Advertizing

Least Effective Strategies

Source: C. J. Hayden

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# How To Win Sales Projects?

## Basic:

1) **Fulfill the customers’ expectations**
   - Time and budget
   - Fulfill the decision criteria

2) **Differentiate yourself from competitors**
   - Your strengths
   - Your competitors’ weaknesses

## Advanced:

1) **Define and quantify benefits for the customers**
   Needed when your price is higher than your competitors’ prices (you never know in advance)

2) **Change and/or add decision criteria**
   and implement these decision criteria as the most important ones
Values According To Functions (2)

Top Management
Shareholder Value

Management
TCO - Value

Operational level
Price - Performance
Definitions

Value is everything the customer is willing to pay for

Value is everything that helps customers to reach their goals

Customers do not buy your products/services - Customers buy the impact of your products/services
Sources Of Values

Product / Service Values

Business Values

Personal Values
Return On Investment (2): The Comparison With Competition
Strategy Types

Direct Strategy

Supplier A

Indirect Strategy

Supplier B

Concentration Strategy

Supplier C

Encirclement Strategy

Supplier D

By-pass Strategy

Sales Project

Source: Kotler
Organization Chart Analysis

Decision Process

- VO: Value Orientation
- AP: Approver
- DM: Decision Maker
- IF: Influencer
- IP: Information Provider

Relationship

- VA: Value Advocate
- FR: Friend
- NT: Neutral
- EN: Enemy
- VC: VA of Competition

Personal Values

- √: known
- X: unknown

Correl Type

- 1: Acknowledgment
- 2: Security
- 3: Acceptance
- 4: Rules
- 5: Independence

Contact

- -: no contact
- 0: contact once or irregularly
- +: regular contacts
- ++: intensive contacts
Political Networks

Power = Hierarchy

Influence = Inner Circle

Power ≠ Influence
Challenges of Today’s Sales Process Management / Forecasting Systems

Definition of goals: Total Revenue

<table>
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<th>Customer</th>
<th>Other Info.</th>
<th>Revenue (this FY)</th>
<th>Probability</th>
<th>R * P</th>
<th>First Order, When?</th>
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Revenue Total

Weighted Revenue Total
Measuring The Sales Cycle

Professional Selling

Meter

Relationship

Meter

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Systematic Methods In Customer And Market Management

- At the right customer
- At the right time
- With the right proposal
- Through the right channel

Win more orders and generate better margins!