

Increasing the profit contribution of sales organizations

“We partner with Sales Economics since they are able to translate business needs into an operational vision, process design and implementation plan, allowing us to deliver scalable, effective software solutions that make a difference for our clients.”

—President, Software
Solutions Partner

“They excel at designing and implementing cutting edge, practical solutions to solving real world sales operational issues.”

—VP, Sales Strategy &
Transformation

Top High Tech
Provider

Sales Economics, Inc
1999 South Bascom Ave.
Suite 700
Campbell, CA 95008
+1 (408) 879 2624 Main
+1 (408) 879 2635 Fax
www.sales-economics.com
info@sales-economics.com

Sales Economics

Sales Economics is a consulting firm that works with mid-size and larger companies to increase the profit contribution of their sales organizations.

We'll help you take a hard end-to-end look at your current sales operations, define a roadmap for improvements, then work with you to build operational capabilities and execute until the implementation is producing results.

By partnering with us you will win more and better business, increase bidding efficiency, and lower the cost of selling and supporting activities. In short your sales organization will contribute more to your company's bottom line.

Services

Our services address sales operations challenges from three distinct angles:

● Improve Sales Operations ROI

We make sure you focus on the right projects. We help identify the profit, efficiency and effectiveness levers, analyze proposed solutions and prioritize changes based on how these levers can best be affected. Developing processes, policies, governance structures and operational KPI's and metrics, we make sure the proposed roadmap and the design and implementation of new processes and policies can effectively be controlled.

● Execute Operational Improvements

We provide targeted, innovative solutions to better support all phases of the sales process. We assess your processes, policies and infrastructure for sales and pricing, then design new processes, solutions, decision making frameworks for customer insight, account planning, opportunity management, quoting, proposals and negotiations. We provide project planning and deployment services as well as coaching and professional development.

● Manage Growth and Complexity

Processes must support future growth plans or not become overly complicated as a result of merged operations, diversified product portfolios or internationalization. This requires a specific focus. We analyze complexity drivers, assess and test the feasibility of new business models and work with you to build scalable sales support processes, organizational structures and systems. Our work in multi-nationals and experience with merging operations ensures an adaptable, streamlined environment.

Why Sales Economics

Bridging the execution gap

We are known as sales operations experts who combine strategic thinking ability with expertise in on-the-ground execution improving the financial performance of sales processes.

Practitioners with a track record

Sales Economics associates come from a real-world background of operational management in complex sales organizations in Fortune 100 and smaller companies, with responsibility for hands-on implementation and accountability for results. Our associates have excelled at implementing solutions for product, software, services and solution sales, across multiple sales models, nationally and globally. We complement our experience with extensive cross functional backgrounds – we speak the language of management, sales, finance, marketing, IT, pricing and operations.

Methodologies that accelerate results

Our methodologies blend multiple disciplines and schools of thought. We combine the best elements into an effective and coherent approach accelerating the design and improvement of your operational capabilities – an approach proven in a variety of large and medium-sized companies in technology, e-commerce, manufacturing and other sectors.

We'll help you develop a roadmap to improvements that introduces changes in manageable steps, with short-term deliverables of measurable value at each point – so you can experience hard results throughout the engagement.

Hands-on style

We don't just "consult". We roll up our sleeves and work side-by-side with your people to redesign and execute new systems and processes, and to refine them until they produce measurable results. Clients value us for our ability to listen, collaborate, adapt to conditions on the ground and work with people at any level of the organization. We are an international group, effective at working in diverse business settings.

Long term pay-off

Our engagements are formulated to make certain that the operational changes we create together with you are scalable, effective and lasting. Sales Economics implementation programs are focused on building internal self-sufficiency, strengthening in-house capabilities through coaching and professional development.

Expertise

- Operations strategy
- Business process assessment and design
- Policy development
- KPI and metrics design and implementation
- Pricing strategy
- Deal pricing, quoting and proposals
- Global pricing and sales processes
- Price execution and optimization
- Costing
- Account planning
- Opportunity management
- Sales force and channel deployment
- Sales process training and coaching
- Business and sales model validation
- Service and software delivery modeling
- Sales analytics
- Enterprise systems assessment, design and implementation

For more information, please visit www.sales-economics.com or contact +1 (408) 879 2624.