

## **SalesMaxPlus Business Sales Assessment**

### **What You Can Expect**

For most of our clients, sales, revenue and overall performance is linked to communications taking place on the phone, both inbound calls as well as outbound. Our SalesMaxPlus business 'Assessment' is akin to performing an X-Ray on your business. You are likely to learn more than you ever thought possible as a result of engaging in this process.

Here's how it works and what you can expect;

1. We will conduct an assessment that will provide new insights into the business.
2. Using our proprietary SalesMaxPlus™ software, we will perform a detailed assessment.
3. Deliverables Include;
  - a. Appointment Closing % for Company by Day
  - b. Appointment Closing % for Stores and Sales Staff
  - c. Appointment Closing % by Product Category
  - d. Appointment Closing % by Employee and Product Category
  - e. Appointment Closing % by Store and Product Category
  - f. Appointment Closing % for Price Shopper Calls
  - g. Appointment Closing % when initiated by Customer
  - h. Appointment Closing % when initiated by Sales Staff
  - i. Appointment Closing % by speech act – Power Declaration
  - j. Appointment Closing % by speech act – Choice Close – Time – Commitment
  - k. What is the energy level of the sales staff?

- l. What specific recurrent sales conversations do we need to fix immediately?
  - m. How many sales opportunities are we really getting?
  - n. How many sales opportunities are we getting by Product / Service Category?
  - o. Is our digital marketing working?
  - p. What is the cost of leaving an unskilled sales person on the phone? We will calculate that with you.
  - q. We will demonstrate the difference between effective communication and ineffective communication.
4. Process Breakdowns / Opportunities – as we listen to all the calls, questions usually arise that concern process. For instance;
- a. Many times we will identify service delivery issues and report same.
  - b. Why are certain people answering the phone when they shouldn't be?
  - c. What is number of Hang Ups? What is the likely cause? Technology? Process? Staffing?
5. Our Promise - In the future, you will have new and expanded insights on how to take more focused corrective action.
- a. You will see new financial opportunities immediately.
  - b. How to route sales opportunities more effectively?
  - c. You will see clearly how to train and coach your staff.
  - d. How you can use SalesMaxPlus™ to identify and quickly capture missed opportunities?

In closing, communication with customers drive sales and are the lifeblood of the business. Our intention is that clients begin the process of becoming 'Listening and Commitment' based organizations. Additionally, that with our



support, we create clear and measurable standards for effective communication and teach employees how to become more powerful and more effective human beings.

We look forward to partnering with you.

Regards

A handwritten signature in black ink that reads "Dan Molloy". The signature is written in a cursive, flowing style.