

# The Sales Process

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## OVERVIEW:

The workshop is focused on reducing the number of process steps required to handle orders, service claims and other administration issues, particularly with customer data. Our clients are concerned about maximising strategic outcomes from their Key Accounts, so focus on improving this cycle is highly relevant. To achieve this, the complete sales process (which we call the Quote-to-cash cycle, Q2C) must be completely transparent to these accounts; and the process must deliver measurably shorter response times to both customer and supplier.

Cross Functional Re-engineering will benefit Sales, Service, Accounting and Administration; it defines the way these departments work together, and it does so using the customer as the focus. CFR has produced significant improvements to business cycle times, saving money and improving customer satisfaction.

## IDEAL FOR:

Businesses with Key Accounts that require strategic focus to build and grow the business

## YOUR TEAM WILL LEARN EFFECTIVE WAYS TO:

- Identify the process milestones and road blockers.
- Use team accountability to achieve the desired results
- Reduce cycle times
- Respond quickly to key customer issues.

## REAL RESULTS YOU CAN EXPECT AFTER THE PROGRAM:

- Improved customer satisfaction
- Less process time, lower cost
- Improved team work
- Strengthened management of the Q2C
- Team and individual accountability for process milestones.

## TOOLS:

Participants will work as a team analysing the current processes in responding to customer issues.

## **METHODOLOGY:**

- Facilitated interactive approach with intensive group participation and ownership.
- Cross functional team process re-engineering.

## **FORMAT:**

3-day workshop held off-site.