



Perceptive Learning

PLI SALES EFFECTIVENESS CONSULTING

*Danger! Precedent substitutes for thought in some organizations. True with yours?
Our pragmatic approach will open eyes – and doors.*

Rationale and Description

There's a lot of pressure in today's business environment to justify past actions as reasonable ones. As a result, it is sometimes easier to rely on precedent than to learn something new. This short-term thinking is why many organizations avoid adopting new practices – even when management knows they are doing the wrong thing. Our holistic view helps to ensure that your focus is perfect when it comes to taking any action designed to improve sales.

In building a consistently productive sales organization, it is imperative that several basics exist as a foundation.

- Business Goals are crystal clear, communicated, and collectively embraced
- A Market Strategy is aligned with these goals
- Team Roles and expected Behaviors are defined

Once this is in place, actions targeted at Sales Improvement must be implemented within a culture of accountability and enhanced by Sales Management best practices. These best practices include: communicating clear and realistic expectations, coaching to a repeatable sales process and behaviors, and creating an environment to support strong performance.

Next, positively impacting the sales team is predicated on two key factors: Hiring and Accountability. That is, 1) hiring to desired levels of Professionalism and Motivation, and 2) holding individuals accountable for following required Processes and acquiring necessary Knowledge.

PLI Sales Effectiveness Consulting Services methodically works through this model with you, using our expertise to determine what may be impeding valuable progress at your organization. Then we map out a plan for action that fits your company – rather than simply imitating what others have done.

