



# SALES STRATEGY DEVELOPMENT

## We Specialize in Smart Thinking and Planning to Drive Greater Sales Performance

At the foundation of every high-performing sales organization is a well-crafted sales strategy. To ensure maximum sales performance, one's strategy must address the spectrum of factors that make up the sales environment — from an organization's value proposition, markets and target customers, to its specific offerings, sales channels and other elements.

At Janek Performance Group, we help organizations improve sales performance by clarifying their sales strategy and aligning it with their business objectives and resources. When developing sales strategies, we focus on areas such as:

- **Ensuring Sales Strategy Alignment:** We often begin by addressing one of the most fundamental requirements: that the sales strategy aligns with the broader organizational strategy.
- **Leveraging the Value Proposition:** We also help to ensure clarity in the organization's value proposition, and that it plays a central role in the overall sales strategy.
- **Creating Pursuit and Contact Strategies:** In today's selling environment it is critical to develop new relationships. We help organizations create the right strategies to get the highest contact rates.
- **Designing Territory Strategies:** To optimize sales potential, we provide expert guidance in the creation of territory strategies that are based on the alignment of existing resources and data-driven customer profiles.
- **Developing Plans:** We create action plans to ensure that the sales strategy is accurate and effective, and also to properly align each resource with the ideal sales opportunity.
- **Managing Change:** We help to identify and manage the changes that a new sales strategy can require for an organization's people, processes and technology.

### Benchmarked Recommendations

Since our inception, our products and services have continued to evolve with us. In contrast to many sales consulting services in the market, our recommendations are rooted in research and are based on top performing sales organizations, while also focusing on what works. We strive to remain innovative and always one step ahead to drive sales performance.

### About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at [www.janek.com](http://www.janek.com).