



How do you get your sales people to build real partnerships with customers?

How do you get your sales people to constantly and consciously refine their sales process for engaging customers?

How do you help your sales managers / team leaders to become powerful coaches and enablers?

How do you help your sales people become deliberately competent at what they are doing?

How do you help your sales consultants benefit from each other's wisdom and experience?

How do you ensure that your sales force remains focused and inspired while working in tough market conditions?



**If you're looking to ramp up your sales results, you've come to the right place**

# As a sales leader, you have two jobs\*

\* at least

**Job #1** is delivering on your targets. Which is extra-challenging for many sales teams in these markets.

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**Job #2** is building increased capacity in your sales ecosystem (sales consultants, sales management, sales tools, processes, systems and internal colleagues - as well as customer relationships) to deliver on those targets sustainably.

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How do you **actually** do this?



# How Sales Force Transformation™ works

## The head of our delivery team



**Brent Burgoyne** is the kind of great influence you want to have on your sales leadership, or, for that matter, on your entire sales force.

After fifteen years of experience in the world of results-oriented sales consulting, he has created **Sales Force Transformation™** to provide a really practical tool to help sales teams to thrive in tough times.

**FACT** Most sales leaders have come to the conclusion that **sales training** in the classroom, on its own, **doesn't come close** to addressing the issue of enhancing sales performance.

**BIG QUESTION** If sales training alone **doesn't justify the cost** of it, what does?

**FACT** There is **no single silver bullet** that will solve all of your sales performance problems. Most sales environments are complex places and need **suitably complex solutions.**

**BIG QUESTION** So what is the solution that will provide **big, sustainable sales growth?**

**SIMPLE ANSWER** Your sales force needs to go through a process called **Sales Force Transformation™**. It is part management development for sales leaders, part learning in the field, part coaching and part collaboration to get the entire sales force to grapple together with the issue of enhancing sales results. It's also a **great motivator.**

## What Our Clients Say

"Brent's process of Sales Force Transformation™ helped us to transform our office-based relationship manager sales force into a lean, mean, selling machine. This is the best money I ever spent."

- Trevor Strydom, former CEO, FNB Retail Bank

"Brent got our various sales teams to work collaboratively to come up with a sales approach to the product that they jointly designed. Having been part of the solution, they all took ownership of the process and the results were significant. If you are looking for a more sustainable approach to sales coaching than simply throwing more training at the problem, I can highly recommend Brent and the Red Vooma team."

- Rhys Dyer, COO, ooba

"Brent worked very closely with our top management team (literally walking the path with us) and through his magic formula lifted our business to its next level of maturity. Today we are not the same business we were when Brent joined us. How that was achieved was through what I call Red Vooma's non-traditional, systemic, adaptive consulting approach which we could not have found anywhere else ..."

- Mark Acton. MD. Mobinomics



# How Sales Force Transformation™ works

It's a **simple idea** (but a fairly sophisticated process) and has a **very powerful impact** at the exact place where your people touch customers.

## Underlying philosophy

- We build capacity in sales teams by enabling learning in real time using the real business issues that your sales people are grappling with.
- We ensure that this gets traction in a sustainable way by developing the coaching capacity and skills of sales managers / team leaders.

## Nutz 'n Boltz

- We begin by doing a thorough analysis of the drivers for sales success in your business, including assessing your sales people (including sales managers) and doing an inventory of current sales process tools and enablers.
- We use a wide range of modalities, including actual sales calls, coaching of managers and consultants, classroom learning and behaviour modeling, as well as web-based video and audio that can be accessed on demand.
- We create sustainability by having the entire sales force involved in giving input in the ongoing conversation and by embedding the principles, behaviours and tools at sales manager level.
- Thus we provide the leaders in the business with the appropriate levers for sales success.

**Sales Force Transformation™** is a process, and not a series of events. Typically the process takes between six and nine months. Sales leaders who want big sustainable growth know that you have to address all the working parts in the system simultaneously: Processes, tools, enablers, managers, consultants.

## Helpful hint

There is nothing quite like having your sales consultants **assessed** during their face-to-face interactions with clients to provide a baseline for future development.

The next piece of this process is to get constructive and formal customer **feedback** so that you really know what is happening at the **touch-point** between your business and your customers.

**Common sense, but not common practice.**



# How to contact us

redvooma

## Where we are

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### Cape Town

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## Whom to talk to

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