



Sales Leakage Consulting

Sales Improvement Workshop

The Sales Improvement Private Workshop is a five-hour moderator-lead program with your team that codifies a company's sales and marketing strengths, weaknesses, opportunities and threats (SWOT). From this swift identification of the challenges a company is facing, the moderator then works with participants to create a list of high-yield tactics that will increase sales in 90 to 180 days. The final report is delivered within 24 hours.

Who should attend?

C-Level executives, sales and marketing personnel.

Where?

At your office or a site you choose.

The Results?

Sales increase within 180 days. The simplicity of the workshop combined with the report, the content of which is created by the attendees, ensures results. It also helps that there are dates for implementation and people's names assigned to each tactic.

Why it works!

This approach works because team members, with all of their corporate and industry knowledge, can identify the issues that are roadblocks to sales, and quickly decide on the tactics to take advantage of the corporation's strengths and opportunities while avoiding the weaknesses and threats. Done in a workshop setting, the creativeness of the group, as a group, produces ideas that individuals as individuals lack.

Workshop Leader

James W. Obermayer is a principal of Sales Leakage Consulting, Inc. Obermayer is a four-time author, a radio host, and a frequent speaker. He has moderated more than 100 market planning workshops.

The Workshop Cost?

\$950 flat fee plus travel.

Contact

James Obermayer jobermayer@salesleakage.com
(o) 360 933 1652

The Deliverables?

A six-to-ten page SWOT for sales and marketing, and a list of tactical programs that have the following attributes:

1. The company can project ROI before the program is launched.

1

2. The tactics are affordable.

2

3. The tactics have everyone's agreement.

3

4. The tactics have dates of completion and assignment by person.

4