

The ASG Group:

# Accelerated Sales Process Mapping

**Moving confidently from analysis to implementation in sales**

Sales leaders want sales process improvements implemented this quarter, not next year. They want less time spent talking about sales performance goals and more time spent achieving them.



## Tools To Accelerate Sales Process Mapping

The ASG Group provides tools to accelerate the sales process definition stage of a performance improvement project by a factor of 3. This is achieved by optimizing and accelerating the following steps:

1. Gathering information
2. Consultation with stakeholders
3. Challenging existing views
4. Best practice/peer comparison
5. Ensuring the updated process reflects how customers buy
6. Setting goals for improvement and their impact on sales revenues
7. Documenting & communicating the sales process changes.

The impact of the above can be to cut the time to action from 100 days to 30 days in respect of a medium to large sales team. That means sales improvement programmes can deliver results much quicker.

*“We help sales teams to spend more time driving sales performance and less time talking about it.”*

## World Leaders – Selling To Professional Buyers

Recognized as world-leaders in selling to the sophisticated buyer, we help sales organizations confidently **decide what needs to be done to accelerate sales, without unnecessary delays.**

Our tools enable managers to progress confidently from sales analysis and strategic review to implementation, by adopting an efficient and scientific approach.

## Speed – Effective Information Gathering

An accurate view of the sales process as it is today and as it needs to be tomorrow rests on the sales data and analysis that underpins it.

We provide our clients with a highly efficient way to; gather the required information, validate its objectivity and present the findings. The process is completed in days, not weeks/months.

## Accuracy – Stakeholder Consultation

Sales leaders know that the views of the corner office suite must be tempered with those who are interacting on a daily basis with customers. However the consultation process requires time spent in meetings and briefings, with the danger being that the process stalls, or slows.

Our sales process tools manage the collaboration process, enabling the entire sales team to contribute to mapping the sales process, but in a controlled manner. It results in a single map-based view and a common set of language.

*“A quantified benefit has a higher chance of grabbing the buyer's attention.”*

## Accelerate Sales Cycles – Align With How They Buy

Modern procurement demands more sophisticated sales. The challenge is to accurately translate changes in buying (many of which are happening behind closed doors) to changes in how you sell.

Our sales process mapping tools integrate the latest buying research into your sales process and challenge your team adapt to how their customers now buy.

## The Engagement Model

Our Client engagement model entails the following five steps:

1. Create a visual map of the 'as is' sales process.
2. Pinpoint bottlenecks, or gaps and provide best practice comparison.
3. Map the 'to be' sales process, highlighting key priorities for change.
4. Calculate the impact of process improvements on sales results.
5. Deliver skills programmes that link a behavioural change to revenue.

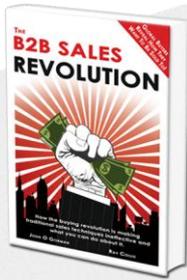


## About The ASG Group

The ASG Group is recognized as a global leader in helping B2B sales teams 'sell to professional buyers' by analyst firm ES Research Group Inc. (the Gartner of Sales Training).



The company has achieved its leadership position based on its **experience, research and publications**, including The B2B Sales Revolution® and Quick Win B2B Sales.



The B2B Sales Revolution® is acclaimed because it is **the first sales book written from the buyer's perspective**. It goes behind the scenes on how buying decisions are made within Fortune 500 organizations.



The ASG Group provides sales teams with the tools to pin-point where they are struggling and to make the behavioural changes necessary to reach their sales target.

Want help in tackling your sales challenges? Contact [enquiries@theASGgroup.com](mailto:enquiries@theASGgroup.com)

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