Agera Process

What is the cost of each sales transaction?

Development potential
A sales process is a systematic, step-by-step method designed to win an order.

When you try to find out what the process is, you find there are several versions of it. In both what it is designed to do, and in the way and the structure by which it is carried out. Obviously, variations and adaptations relating to industry and degree of complexity will occur. Possibly, the introduction of sales support systems has given the process more of a feeling of structure – that's the idea, at any rate. But wait! Let's look at the most important – and yet least specified – process used by most companies.

One advantage of taking a process-oriented approach to sales

growth is that it offers a tried and true design and arsenal from other successful disciplines.

From the sales person's point of view, an approach based on a process philosophy eliminates incorrect decisions caused by unstructured, incomplete information, or by a failure to prioritize essential actions. A process philosophy saves us from producing activities that merely generate costs but have no effect.

There are also market arenas in which customers have well established purchasing behavior but the approach taken by the suppliers is neither structured nor proactive. When the customer's purchasing process takes a break, so do sales. Everything slows down!

So, paradoxically, when you have the greatest potential for high sales productivity, it falls to its lowest point!

Agera Process
We implement:

❑ in-depth modification of applied approaches to improve the company's sales process.

Increased sales productivity
The client gains:

❑ A deep insight into his/her own sales operation, variations and potential
❑ An idea of the time and cost of individual elements of the sales process
❑ Suggestions for improvement areas, and for redesigned or alternative sales channels