



SERVICES

Market Research

RC Scott and Associates conducts the thorough market research necessary to build a comprehensive and well conceived go to market business plan:

- Gather intelligence on the target market, industry, and competitors.
- Connect directly with customers, competitors, suppliers, partners, and industry specialists to build a comprehensive market picture.
- Report on the strengths and weaknesses of each company in a specific market.
- Validate value propositions, determine optimal market positions, and recommend business strategies.
- Determine trends and external factors that will affect the go to market strategies and tactics.
- Analyze potential strategic partners, acquirers and acquisition targets.
- Present an overview with detail of research in clear and unambiguous way to ensure decisions are based on facts.

Business Strategy & Planning

RC Scott and Associates will evaluate and recommend improvements that ensure your business strategy and sales model are optimized:

- Contribute to overall business strategy and operational planning.
- Assess organizational needs and recommend steps to improve performance.
- Determine proper mix of direct and indirect sales channel distribution.
- Define go to market strategy and tactics.
- Determine sales and marketing resources necessary to achieve plan.
- Contribute to building the product and services pricing model.

Social Media Strategy & Implementation

RC Scott and Associates offers thought leadership and implementation services on how to fully harness social media (LinkedIn, Facebook, Twitter, Blogs, Wikis, etc.) to drive awareness and incremental sales.

- Educate on social media best practices.
- Define goals and objectives in using web social networking technologies.
- Determine return on investment (ROI) criteria.
- Implement tools to gather and understand relevant social media dialog.
- Select what social networks to engage proactively.
- Build a tactical plan to execute the strategy.
- Implement monitoring and analytic tools to measure effectiveness.
- Integrate with customer relationship management system (CRM).
- Train personnel to leverage social media and drive incremental sales.

Sales Organization Effectiveness

RC Scott and Associates will improve the effectiveness and productivity of your sales force through personnel assessment, sales training, and management coaching:

Assessment of Sales Capabilities

- Identify the required skills and knowledge for each sales and sales management role.
- Conduct an assessment of the sales forces capabilities against pre-determined standards.
- Design a process for ongoing sales personnel assessment.
- Implement tools to support the assessment process.

Sales Cycle and Process

- Document the existing sales cycle and process.
- Determine improved sales cycle stage definitions and build an effective sales process based on best practices, customer requirements and business realities.
- Implement the revised sales process so they become an integral part of daily operations.
- Recommend and implement an automated system (i.e. CRM) to support the revised sales process.

Sales and Account Planning

- Examine existing territory, account and partner plans.
- Design an integrated account and business planning process.
- Develop account manager job aids to support the account planning process and on-going implementation of the methodology.
- Build forecasting and pipeline tools that facilitate complete and accurate reporting.
- Conduct account and territory planning sessions.
- Conduct opportunity assessment reviews.
- Determine marketing resources and deliverables necessary to achieve sales plan.
- Conduct win/loss analysis.

Sales Development and Training

- Examine existing training and development programs and recommend the best options to achieve desired business objectives.
- Teach how to develop a territory plan.
- Teach how to develop an account sales strategy.
- Teach techniques to stimulate interest.
- Conduct instructive pre-call planning and research.
- Conduct instructive face-to-face and phone sales calls.
- Teach how to identify and cultivate account sponsors.
- Show how to get access to decision makers.
- Demonstrate how to manage a product or service evaluation process.
- Develop and deliver step-by-step sales opportunity assessments.
- Teach how to negotiate contracts.
- Establish a consultative, value proposition driven sales methodology that fits the needs of your business model.
- Provide the coaching guides, tools and resources that incorporate the sales methodology into daily operations.

Sales Structure and Compensation Optimization

RC Scott and Associates will evaluate and recommend improvements in your sales organizational structure and compensation model:

Sales Organizational Structure

- Assess the current organizational model in relation to achievement of business objectives, trends, and customer requirements.
- Design an organizational model, incorporating alliances and reseller sales channels, to achieve business objectives.
- Define job descriptions, responsibilities, expected results, skills and knowledge needed.

Sales Compensation and Measurement

- Review current compensation plans, comparing the plans to achievement of business objectives.
- Determine market price for sales roles using survey data from comparable firms in your industry.
- Build compensation programs to remain competitive, retain key employees and achieve critical business objectives.
- Model plans to ensure they meet company financial and sales personnel goals.
- Design and deliver communication programs for the compensation and measurement plans.

Interim Sales Management

RC Scott and Associates will provide onsite executive sales management as an augmentation to current staff or to fill the gap until permanent leadership is in place:

- Provide daily onsite management.
- Mentor, coach and develop sales personnel.
- Build a field, inside, and reseller sales organization.
- Build performance plan metrics and conduct performance reviews.
- Organize and conduct sales meetings.
- Organize and conduct sales territory reviews.
- Negotiate and close product and services contracts.
- Identify and build partner relationships and agreements.
- Personally conduct strategic account business development throughout the sales cycle.
- Assist in the identification and selection of sales and sales management personnel.

